

SOUTH AFRICA

WWW.ELLE.CO.ZA

ELLE EXCLUSIVE RIHANNA RAW, REAL AND RIGHT NOW

MIRROR IMAGE
SEEING DOUBLE
IN THE
BLOGOSPHERE

STREET

STYLING
FUN
VIBRANT
FRESH
FASHION

WIN
A LANCOME
HAMPER WORTH
R2 774

HIGH-STREET BEAUTY
NEW YORK,
LONDON, MILAN
& PARIS IN
PRODUCTS

FEAST YOUR EYES
ON OUR
ACCESSORIES
SPECIAL

TRAVEL ON A BUDGET
ELLE GOES
BACKPACKING
FOR YOU

JULY 2015 R33 (VAT INCL)
OTHER COUNTRIES
R28.95 (EXCL TAXES)







PATEK PHILIPPE

GENEVE

Begin your own tradition.



You never actually own
a Patek Philippe.

You merely look after it for
the next generation.



Twenty-4® Ref. 4910/10A



Available at: The Watch & Jewellery Gallery
Shop 29 Nelson Mandela Square, Sandton 2146, Johannesburg
Tel: (011) 784 2595 · Fax: (011) 784 8771 · email: ihpl@iafrica.com
International Timepiece & Merchandising Corporation (Pty) Ltd





FOSSIL

021-418 0045

86

ELLE

J U L Y 2 0 1 5

74



ON THE COVER

48	Rihanna <i>Stripped down and authentic</i>
54	Double vision <i>Sibling bloggers</i>
94	Accessories
102	WIN A Lancôme hamper worth R2 774
104	High-street beauty <i>Four beauty capitals in products</i>
128	Travel Backpackers

FEATURES

60	Being Maps Maponyane <i>ELLE man interview</i>
64	Hopping on a train <i>A trip on Africa's railways</i>
66	All about ink The ELLE Belles and their tattoos
68	The woman behind Veuve Clicquot <i>Barbe-Nicole Ponsardin</i>
70	Closet confidential <i>Tshepi Viindla</i>

Fashion

On the radar

18



REGULARS

6	Editor's letter
8	Contributors
10	Masthead
12	Cover uncovered
14	ELLE digital
134	Horoscopes
135	Stockists
136	Last word

RADAR

18	Fashion What's new now
22	#ELLEFashionCupboard
24	High-street cool H&M
26	One to watch Hadia Ghaleb
27	Guest style reporter Uyapo Ketogetswe
28	The book that changed my life Lira
29	Culture crunch A round-up of July/August events
30	ELLE opinion by Dimeji Alara
32	ELLE fella Africa time
34	Beauty Street styles
36	ELLE beauty closet
38	Lancôme Celebrating 80 years

SHOPPING

42	Shopping the trends
45	Accessories Belts
46	Workshop The turtleneck
47	Decoded Missibaba

FASHION

74	These streets Move!
84	



94

BEAUTY

112	Best buys
114	If this bottle could talk <i>Versace Eros Pour Femme</i>
116	Tried & tested <i>Face primers</i>
118	My weekend in products
120	Wellbeing Exercising at the office

LIFESTYLE

124	Changing rooms
132	Menu A winter breakfast by Lexi Monzeglio
133	Inside word Blogging 101

COMPETITIONS

16	ELLE Boss The search for SA's winning entrepreneur is on
33	ELLE Rising Star We're looking for the next design star
117	Subscribe
122	ELLE Club

ON THE COVER

Rihanna photographed by Paola Kudacki. Fashion: Lori Goldstein; Rihanna wears: Embellished net veil, Giorgio Armani Privé; hair by Yusef at Factory Downtown for Rich Hair Care; makeup by Tom Pecheux; manicure by Marina Salandra; production by WeiLi Wang for Brachfeld NY; fashion assistants: Michaela Stacey and Taryn Shumway

120

BVLGARI



AQVA
THE LUXURY FRAGRANCES
FOR MEN AND WOMEN

THE FREEDOM OF THE STREETS



Dear You,

Whisper the words 'street style' and a creative, even boisterous, hubbub ensues in my mind: I picture grey urban landscapes brightened by sudden splashes of bold spray paint; I envision a horde of speed-skaters and leaping hip-hop dancers disrupt the unremitting pace of our lives; I see colours and patterns energise everyone's clothes. The words have power: 'street style' promise energy and self-expression, a vibrant antidote to George Orwell's depression-inducing *1984* and his dark spectre of Big Brother.

Street statements are essential: they are distilled through music, sport, the arts and fashion. They influence cultures and lifestyles worldwide. Here, it is an interpretation of high fashion; there, a sign of rebellion or simply an expression of one's uniqueness, one's talent or one's belonging to a distinct ethnicity. Everywhere they fuel our social-media feeds and flocks of influencers stock the style stratosphere daily with images of their outfits, snapshots of their city or community. Street style is a palette of inspiration, a mutable canvas for all of us to draw on.

So it seemed natural to make street style the theme of an entire issue. As Holly Meadows, our assistant editor: digital, said in one of our planning sessions, 'It has become a fashion force to be reckoned with, challenging the status quo that trends are born on the runway. These

days we're seeing a trickle-up effect as opposed to a trickle-down effect, and street style is used as a benchmark for what to wear next season.' From our digital desk, Jaime Waddington said, '[It] is an exhibition. We are all artists and clothes are our paint,' while our advertising production co-ordinator, Naazneen Baulackey, added 'The street is a giant runway and everyone a model. After all, we are all models of our own wardrobes.'

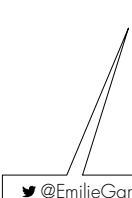
In Africa, the expression of one's individuality is incredibly powerful; the voice of the street pulsates on all levels of culture and reflects our extraordinary diversity. Today, thanks to the talented Malibongwe Tyilo, a hunter-gatherer of photographs that, with nonchalant poetry, expose socialites having a good time (or not); Trevor Stuurman's colourful chronicles of our country's youth culture and style, Lulama Wolf or Niquita Bento's sleek photographic aesthetics, Yoliswa Mqoco's daring and fabulous take on fashion, Chu Suwannapha's fascination with prints, to name but a few, it has never been more moving and soul-satisfying to walk the streets of our cities, country and continent.

With these influences and influencers in mind, we decided to turn our July issue into a wide and eclectic canvas filled with stories of energy and fun, of movement and migration. 'It reminds me of the dance battles with the kids from down the street we used to have in our backyard,' says fashion intern Boipelo Chababa of street style. We therefore want this issue to make you want to join the dance battle: the music is on, the street is yours. Let's see what you have.

TALK TO ME



@EmilieGambade



PHOTOGRAPH: NIQUITA BENTO



LONGCHAMP
PARIS

VICTORIA & ALFRED WATERFRONT, CAPE TOWN - HYDEPARK, JOHANNESBURG



ELLE BEHIND THE SCENES

ELLE

NAME

Amy Scheepers

STORY

These Streets

THE PICTURE THAT MADE YOU WANT TO BE A PHOTOGRAPHER?
I don't know if there was a single picture, probably
more like a collection from my dad's national
Geographic magazines.

WHO WOULD YOU LIKE TO SHOOT?

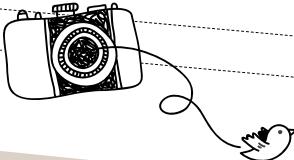
currently I'm really into lily cole and Jean campbell

YOUR FAVOURITE INSTAGRAM FILTER

None from Instagram, I mainly use VSCO and my current
favourite is the F2 filter!

I CAN'T LEAVE HOME WITHOUT...

Phone, sunglasses, wallet, rings.



fancypantstheblog.com
amyscheepers.com



Twitter: @MrTyilo

Instagram: @malibongwe

CREATIVE SPACE

This month, ELLE celebrates all things street style, how it's captured and what it represents. Here are two of our contributors who more often than not can be found behind the camera

Twitter: @amy_scheepers

Instagram: @amy_scheepers



E T E L L E

NAME

Malibongwe Tyilo

STORY

ElleFella

WHY DID YOU START THE BLOG SKATTIE WHAT ARE YOU WEARING?

Two reasons: I was always inspired by the style I saw at the art exhibitions I went to, and I wanted to share it. At the time I was also a fashion buyer and I needed a creative outlet that wasn't governed by market forces.

WHAT DO YOU LIKE ABOUT PHOTOGRAPHING PEOPLE AT EVENTS?

Their style, the mood. There's something amazing about people when they put together a look for an event. Sometimes they take on a new character, and sometimes they get the confidence to let their own character shine through.

HAS SHOOTING PEOPLE'S STYLE CHANGED THE WAY YOU DRESS?

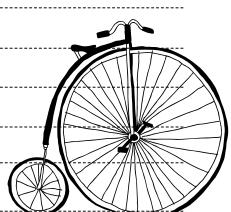
No, not really.

YOUR FAVOURITE INSTAGRAM FILTER

#nofilter

I CAN'T LEAVE HOME WITHOUT...

My cellphone



thatskattie.com

ANGEL

BEWARE OF ANGELS

Thierry Mugler

GEORGIA MAY JAGGER
DISCOVER YOUR FRAGRANCE
AT MUGLER.COM

ELLE

READ

OUR NEW CONTRIBUTING
EDITOR'S FIRST COLUMN ON
PAGE 32

EDITOR
EMILIE GAMBADE emilie@elle.co.za

 @EmilieGambade

 @emiliegambade

ART

ART DIRECTOR Veronica Exter veronica@elle.co.za
SENIOR DESIGNER Jo Youens jo@elle.co.za

JUNIOR DESIGNER Bonolo Ramathebane elle@elle.co.za

EDITORIAL

ASSISTANT EDITOR PRINT Tidi Benbenisti tidi@elle.co.za
ASSISTANT EDITOR DIGITAL Holly Meadows holly@elle.co.za
ACTING CHIEF COPY EDITOR Erla Rabe copyled@elle.co.za
CONTRIBUTING EDITOR Malibongwe Tyilo malibongwe@elle.co.za

INTERNS Jabulile Sopete, Jaime Waddington

FASHION

FASHION DIRECTOR Tarryn Oppel tarryn@elle.co.za
JUNIOR FASHION EDITOR Nicole Newman nicole@elle.co.za
FASHION & FEATURES ASSISTANT Ntombenhlle Shezi ntombenhlle@elle.co.za
CREATIVE ASSISTANT Niquita Bento niquita@elle.co.za
INTERNS Michelle van der Westhuizen, Phethagatso Motumi, Ayanda Molefe, Boipelo Chababa, Jenna Maree-Kipling

BEAUTY

JUNIOR BEAUTY EDITOR Maybe Corpaci maybe@elle.co.za
BEAUTY INTERNS Eeden la Grange, Sarah Hilton-Barber

ADVERTISING

ADVERTISING PRODUCTION CO-ORDINATOR Naazneen Baulackey naazneen@elle.co.za
SENIOR ACCOUNT MANAGER (JHB) Beverly Mwallo beverly@elle.co.za 011 801 9171
ACCOUNTS MANAGERS (JHB)
Thalia Pallotta tpp@futurejhbc.co.za 011 485 3378
Jessica Fairman jess@elle.co.za 011 801 9077
Tania Minnaar tania@elle.co.za 011 801 9171
ACCOUNTS MANAGER (CPT)
Jacelize du Preez jacelize.olivetree@gmail.com 021 045 0124

MARKETING

MARKETING AND NEW BUSINESS DEVELOPMENT MANAGER Ryan Sorgente
MARKETING ASSISTANT Joanne Watson joanne@elle.co.za
SUBSCRIPTIONS Times Media (Pty) Ltd 0860 123 300
ONLINE mysubs.co.za/ELLE



MANAGEMENT

PUBLISHER Gisèle Wertheim Aymés gisele@elle.co.za
PERSONAL ASSISTANT Cookoo Moodley
BUSINESS MANAGER Louise Birkner louise@elle.co.za
MANAGER GROUP CREATIVE DEPARTMENT Veronica Exter
MANAGEMENT ACCOUNTANT Robert Hood



  @ELLEMagazineSA

f

ELLEMagazineSA



ELLEMagazineSA



ELLEMagazineSA

ENQUIRIES

POSTAL PO BOX 2316 Randburg 2125
EDITORIAL 011 801 9176
MARKETING 011 801 9077

DISTRIBUTION BY RNA, Bianca Davis 011 248 3607

PRINTED BY CTP Cape Town

REPRODUCTION BY Hirt & Carter, Cape Town

TRADEMARK NOTICE The ELLE trademark and logo are owned in Canada by France-Canada Editions et Publications, Inc. and in the rest of the world by Hachette Filipacchi Presse (France), each LAGARDÈRE ACTIVE Group companies. ELLE is used under licence from the trademark owners.

LAGARDÈRE ACTIVE

CHAIRMAN AND CEO LAGARDÈRE ACTIVE Denis Olivennes **CEO ELLE FRANCE & INTERNATIONAL** Constance Benqué

CEO ELLE INTERNATIONAL Fabrice A Plaquevent **CEO ELLE INTERNATIONAL** media licences François Coruzzi **BRAND MANAGEMENT OF ELLE** Françoise-Marie Santucci

SVP/INTERNATIONAL DIRECTOR OF ELLE Valéria Bessolo Llopiz

SVP/DIRECTOR OF INTERNATIONAL MEDIA LICENSES, DIGITAL DEVELOPMENT & SYNDICATION Mickael Berret **ELLE INTERNATIONAL PRODUCTIONS** Charlotte Deffe, Virginie Dolata
DEPUTY SYNDICATION TEAM MANAGER Thérèse Genevois **SYNDICATION COORDINATOR** Olivia Ciardi **COPYRIGHTS MANAGER & DIGITAL SYNDICATION** Séverine Laporte

www.ellearoundtheworld.com

INTERNATIONAL AD SALES HOUSE: LAGARDÈRE GLOBAL ADVERTISING

CEO Claudio Piovesana claudio.piovesana@lagardere-active.com

Lagardère Global Advertising

POSTAL 124 RUE DANTON, 92300 LEVALLOIS-PERRET, FRANCE

WORLD'S LEADING FASHION MAGAZINE - 44 INTERNATIONAL EDITIONS

Argentina - Australia - Belgium - Brazil - Bulgaria - Canada - China - Croatia - Czech Republic - Denmark - France - Finland - Germany - Greece - Hong Kong - Hungary - India - Indonesia - Italy - Japan - Korea - Mexico - Norway - Oriental - Poland - Portugal - Quebec - Romania - Russia - Serbia - Singapore - Slovenia - South Africa - Spain - Sweden - Taiwan - Thailand - The Netherlands - Turkey - Ukraine - UK - US - Vietnam

Lagardère
ACTIVE

abc

RNA

RNA
ENTERTAINMENT

ELLE (ISSN 1025-9791) July 2015. Editorial contributions are welcome and should be sent to The Editor, ELLE, PO Box 15793, Vlaeburg 8018. All due care will be taken with material submitted, but the magazine and publishers cannot be held responsible for loss or damage. ELLE assumes no responsibility to return unsolicited editorial, graphic or other material. All rights in letters and unsolicited editorial and graphic material will be treated as unconditionally assigned for publication and copyright purposes and material will be subject to ELLE's unrestricted right to edit and comment editorially. ELLE is fully protected by copyright and nothing may be reprinted in whole or part without written permission from the publisher. While reasonable precautions have been taken to ensure the accuracy of advice and information given to readers, the editor, publisher and proprietor cannot accept responsibility for any damage or inconvenience that may arise therefrom.



YOU'VE
ARRIVED

DIAMOND WALK

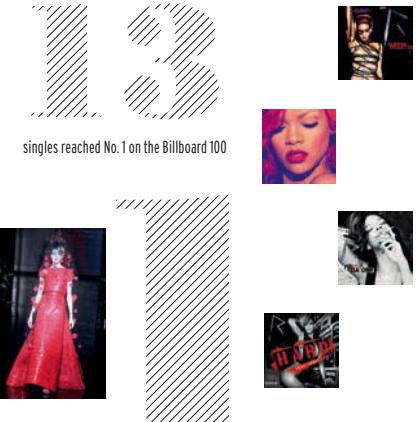
ARQUE CHAMPAGNE CRESCENT
BILLIONAIRE ITALIAN COUTURE
BURBERRY | DOLCE & GABBANA
ERMENEGILDO ZEGNA
GIORGIO ARMANI | GUCCI | JIMMY CHOO
LOUIS VUITTON | PRADA | TOD'S

Mon - Sat 9am to 8pm
Sun & Public Holidays 9am to 6pm

SANDTON CITY



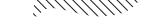
Rihanna fragrances for 5
types of Belles!



Giorgio Armani Privé veil
worn in the cover shot



million Instagram followers



Grammys and 7 albums in 7 years



BEHIND THE SCENES UNCOVERED

RIHANNA

This month's cover by numbers



It's been a decade since the release of *Pon de Replay* and we've seen Rihanna morph into many iterations since, from fashion icon to musical force, and we've watched her grow into a single-word phenomenon. The beautiful Bajan has a long-standing relationship with ELLE and has appeared on the cover five times in the US. Our cover and cover story this month show her as she is today – strong, determined and confident. Wearing head-to-toe haute couture, Rihanna is perfect for our street style issue, because only she has the guts to give a new guise to catwalk creations. Rihanna turns runway into real-life style like no other.

Holly Meadows

polo.co.za (+27) 011- 258 -7600

POLO

SANDTON, ROSEBANK, EASTGATE, MENLYN, CANAL WALK, V&A WATERFRONT

ELLE DIGITAL



WIN

Each month we're giving away perfume to the best #ELLESelfie and you could win 1 of 4 bottles of **100ml Moschino Chic Petals** perfume valued at R740 each.



TOP @ELLEMAGAZINESA INSTAGRAM POSTS

We're on set this evening shooting with **@miekevisser23** for our July issue #ELLEFashion 313 likes

Fashion director **@tarryno**'s #StyleDiary, day 3 is live on ELLE.co.za 252 likes

New in the #ELLEFashionCupboard **@adidasoriginals** colour pack in collaboration with **@pharrell** and the Superstar 80s 241 likes

New! In the #ELLEFashionCupboard today 309 likes

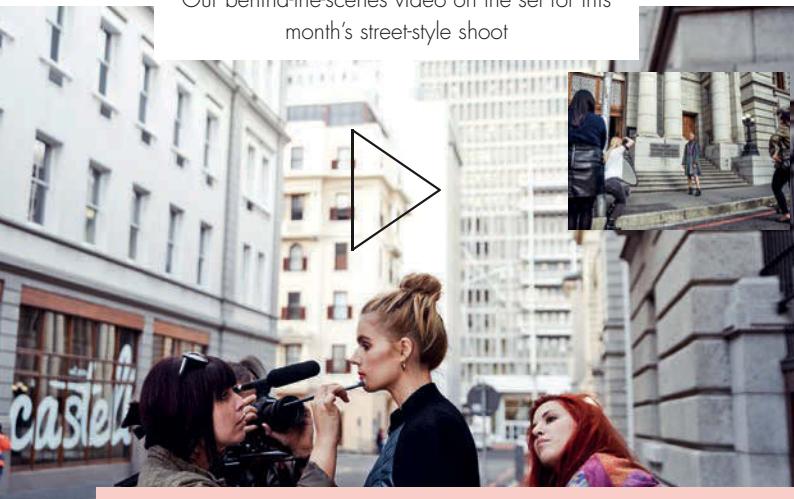
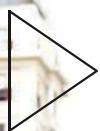
Have you seen our denim fashion editorial featuring our cover star **@nykhor**? May #BigFashionIssue 242 likes

Look who paid us a visit today? Our cover star **@nykhor** #BigFashionIssue 322 likes



MUST-WATCH!

Our behind-the-scenes video on the set for this month's street-style shoot



TWEET > INSTAGRAM > @ELLEMAGAZINESA > YOU TELL US

#ELLESELFIE

Tweet or Instagram us your #ELLESelfie for July to @ELLMagazineSA and we'll publish the best on ELLE.co.za



#ASKELLE

Who's in the hot seat this month? Online intern **Jaime Waddington** answers your tweets.

@jaimewaddington



@Zakiyyah_Jogi: Do you secretly spend hours trying on things in the beauty and fashion closets?

We test beauty products for reviews but the clothes are strictly for fashion shoots so we can only admire them from afar.

@sharsldeacon: Is it as glamorous as we think it is?

It's go, go, go as soon as you step through the door, but there is never a dull moment. It's exciting, exhilarating and by far the best job I've ever had.

@NaideneC: What is an ELLE online intern's scope of function? We produce daily news articles, conduct interviews for ELLE.co.za and contribute to the social media platforms. The online world is fast-paced but incredibly rewarding.

@Njabs_Midlala: How does one qualify for the internship? You need to be a SA citizen and available to work full-time for six months. Being a media graduate with good writing skills and a knowledge of fashion, beauty and lifestyle helps. A winning personality doesn't hurt either.

GUESS

ELLE
▪ BOSS ▪
2015



Veuve Clicquot

REIMS FRANCE

ENTRIES OPEN

Calling all aspiring South African businesswomen!

The **2015 ELLE Boss Award in partnership with the Veuve Clicquot Business Woman**

Award is open for entries. We wish to empower women, encourage female creativity, highlight entrepreneurial spirit and acknowledge corporate managerial skills and responsibility.

WHO IS SHE?

- Natural leader in business
- Entrepreneurial and creative
- Not afraid of hard work
- Business-minded
- Confident
- Strong and determined
- Humble
- Intuitive and follows her instinct
- Social-media savvy
- Risk taker
- Always challenges the norm
- In control of her finances
- Not afraid to ask
- Thinks out of the box
- Never gives up

Could you be the next ELLE BOSS? In partnership with the Veuve Clicquot Business Woman Award, we are searching for women matching the ENTREPRENEUR or CORPORATE category. You can either self-nominate, with a mentor or manager seconding your application.

Or you can nominate someone else, as long as they have given consent.



ENTRIES CLOSE 15 JULY 2015

GO TO ELLE.CO.ZA TO ENTER & SUBMIT THE ELLE BOSS DIGITAL ENTRY FORM

Terms & conditions apply

OUR EDIT OF THIS SEASON'S HOTTEST FASHION AND BEAUTY TRENDS

ELLE RADAR



STYLE
BUBBLE

Famous for her unexpected outfits, collection of only the best sneakers and on-point street looks, blogger Susie Lau knows how to stay a step ahead

STREETWISE

Say hello to a few of fashion's most photographed faces around the world



CHIARA FERRAGNI

ITALY

WHO: As the founder and creator of fashion blog The Blonde Salad, Chiara Ferragni is catching everyone's attention with her travels during which she spreads her sense of style. In other words, #theblondesaladneverstops.

KNOWN FOR: Creating her own designer range which consists of T-shirts, shoes and bags with her trademark wink as well as for collaborating with fashion houses such as Louis Vuitton, Christian Dior, Chanel and Max Mara.

YOU'LL NEVER CATCH HER WITHOUT... her attention-grabbing accessories. Shoes and bags, to be precise.

MIROSLAVA DUMA
RUSSIA

WHO: She is a fashion consultant and founder of style site Buro247.com but first caught our eye as the editor of *Harper's Bazaar Russia*.

KNOWN FOR: Always being impeccably dressed, especially when attending the international shows, where she and her best friend, Elena Perminova, are regulars.

YOU'LL NEVER CATCH HER WITHOUT... an oversized graphic coat, in every possible shape and size.





LILY KWONG USA

WHO: The model/designer/blogger lives in the city that never sleeps and it's clear that Lily Kwong is a girl who doesn't need much of it (sleep, that is). Her New York style gives us serious shoe envy too.

KNOWN FOR: Her braided hairstyle, 'I know something you don't' smile and being a Columbia honours graduate. If that's not enough, designer Joseph Altuzarra is her cousin.

YOU'LL NEVER CATCH HER WITHOUT... a good book and an even better pair of heels.



PERNILLE TEISBAEK DENMARK

WHO: This model, stylist and blogger is increasingly cropping up on our radar and is making a name with her work in front of and behind the camera.

KNOWN FOR: Putting her own style stamp on the classics with a tomboyish edge. We can't help but fall in love with the way she wears staples such as an oversized biker jacket. Watching her is like a masterclass in simplicity.

YOU'LL NEVER CATCH HER WITHOUT... her perfectly imperfect blonde hair.



RADAR • RADAR • RADAR • RADAR • RADAR • RADAR

FASHION

ELLE LOVES

LOCAL DESIGN

Inspired by corner-shop video games, music, and architecture, Anthony Smith tells us how, together with Brad Abrahams, they gave 2Bop its street cred



HATS, R350 EACH, 2BOP AT SMITH & ABRAHAMS

YOUR DESIGN PHILOSOPHY? It changes all the time. Our initial inspiration was video games and old-school corner stores. We always play with classic sportswear silhouettes and create things that we like and that we'd like to see people wearing **WHAT INSPIRES YOU?** Music, video games, architecture, workwear and almost everything that involves design

BEST PART ABOUT 2BOP? Our independence and the team we work with

HOW DID THE TWO OF YOU MEET? Lost in the smoke machine haze of the '90s, probably at a drum 'n' bass party **2BOP AND 2015?** We're expanding our in-house production capacity **INTERNATIONAL AVAILABILITY?** We have limited distribution in Australia but our online store sells all over the place

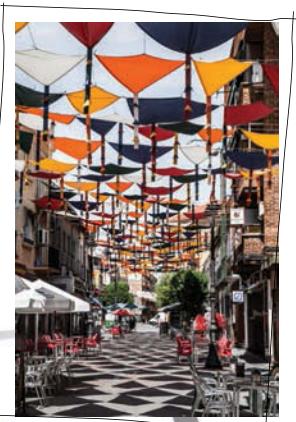
FAVOURITE COUNTRY? Mine is Spain. Brad's been to Japan and I'm hoping to go there this year **DESIGN HEROES?** Shigeru Miyamoto,

Shukrie Joel and Daniel Ting Chong **ESSENTIAL CLOTHING ITEM? AND GADGET?** A wool coach jacket and my basketball **FAVOURITE MUSICIAN?**

Devin the Dude **WHY 2BOP?** It's local slang for a 20-cent coin, which is what you needed to play an arcade game **YOUR FAVOURITE 2BOP ITEM?**

The condensed-milk coach jacket **I LOVE THE CAPE TOWN DESIGN INDUSTRY**

BECAUSE... you can produce a complete range as an independent label right here. I love the fact that the industry isn't entirely decimated by Chinese imports.



MODEL

OFF DUTY



New to the Cape Town modelling scene, Mariska Engelbrecht is attracting attention around town with her take-it-or-leave-it attitude and fresh beauty



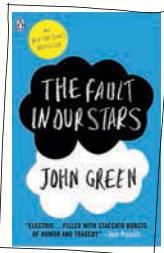
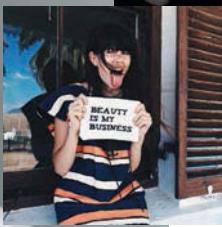
@mariskaengelbrechtx

BEAUTY

BEST HAIRCUT? It would have to be from Michael or Adrienne at Hand in Park Road, Cape Town.

MUST-HAVE MAKE-UP ITEM? I don't really wear a lot of make-up but I love my eyelash curler.

SIGNATURE SCENT? Lady Million by Paco Rabane.



ELLE
.CO.ZA

GO ONLINE
to see Mariska's life
on Instagram

WARDROBE

FAVOURITE SHOES? I have too many to have a favourite. My Dr. Martens and Nike Air Max Theas are somewhere near the top of the list.

FAVOURITE SA DESIGNER?

I recently wore Jenevieve Lyons' designs for a shoot and they are just too cool. So she would definitely be my top choice.

MOST-TRUSTED TRAVELLING

PIECE? My high-waisted leggings from Forever New. I wear them rain or shine, for a night on the town or an evening in watching a movie.



CHILL OUT

FAVOURITE HANGOUT? I'm at Yours Truly almost every day. It's a bar in Gardens, Cape Town and the Honest Salad with extra avo and smoked chicken is a winner.

DRINK OF CHOICE? Woolworths' banana, honey and date smoothie. Hands down.

DREAMING OF GOING TO? That's easy. Paris.





Knit, R2 350



Sweater, R1 895



Knit, R2 100

FROM THE #ELLEFASHION CUPBOARD

GOOD SPORT



Watch, R1 250



Golfer, R1 295

Straight from the court and into our cupboards, these playful pieces get our vote – Lacoste for the win!



Golfer, R1 495



Cap, R475



Sneakers, R1 095



Dress, R2 195



Belt, R750

I love the energy of the latest Lacoste collections. They're fresh and fun'

TARRYN OPPEL
FASHION DIRECTOR



Knit, R1 950



Bag, R1 750



AG ADRIANO GOLDSCHMIED

SPRING 2015
AGJEANS.COM

EXCLUSIVELY AVAILABLE AT CLOTH & LABEL
MORNINGSIDE SHOPPING CENTRE, SANDTON



HIGH STREET COOL

Emilie Gambade travelled to Paris Fashion Week and ended up going to the moon instead, compliments of the *H&M AW 2015* show

It's 15 minutes to show time and the audience – mainly fashion editors, influencers, bloggers, journalists, photographers and a carefully hand-picked selection of actors and musicians are still making their way to the Grand Palais with the ever so beautiful Audrey Tautou from *Amélie* with a pixie haircut and wearing a white jersey with a plunging V-neck over a black T-shirt and black denims is over here, and Solange Knowles, radiant in an all-white ensemble, over there. Upstairs, guests are ushered into a room that has been transformed into a lunar landscape: the floor looks like the surface of the moon and silver aluminium units reflect the pulsating strobe lights as techno music is getting everyone in the mood for an interstellar voyage.

For a moment, it was impossible to decide if this really was the home of a high-street retailer for the night and not some renowned couture house; after all, the Grand Palais is Chanel's very own enclave for its ready-to-wear and couture shows, and the models of the moment, Kendall Jenner, Gigi Hadid and Caroline de Maigret, are more often seen walking the luxury brand's runways than gorging on fast fashion.

But H&M is quick – and good – at blurring the lines. The label, known for its omnipresent international footprint, powerful campaigns and cool collaborations that seek to democratise high fashion, is everything and anything but your usual high-street retailer. Staging its annual show during Paris Fashion Week once again cleverly adjusted

'H&M wants to not only to develop a brand that is sustainable, ethical and

perceptions and forced the label all the way into the centre of attention where you wouldn't normally expect to find a mass-market retailer and high-street fashion.

Take the New York Met Gala. It is one of the most sought-after fashion nights of the year and an occasion for celebrities to compete in the dress-up contest and walk the red carpet in the most extravagant couture gowns and elaborate coiffures. (Who can forget Rihanna's bright yellow dress with its spectacular train and fur boa created by Chinese haute couture designer Guo Pei?) Yet singers Janelle Monae and Banks absolutely shone at the Met Gala in China-inspired outfits designed by H&M. Banks wore a bright red off-the-shoulder gown with ruffles around the bottom and Monae chose a black and white (the colours of the yin and yang symbol) ensemble with a cape. Actress and singer Vanessa Hudgens and fashion icon Sarah Jessica Parker joined the high-street fashion pack too, sporting dresses with intricate embroidery designed by the giant Swedish retailer.

The red carpet is not the only route employed by H&M to set itself apart, though. Whereas fast-fashion retailers are often widely criticized for producing huge volumes of clothes that not only affect the environment we live in but the people who are making the clothes too, H&M has been at the forefront of 'sustainable fast fashion' and 'eco-consumerism'. Although the notion that fast fashion, that turns around ranges at an incredible pace and invites consumers to buy too much too quickly, could be a model for eco-consumerism, is still heavily debated, H&M wants to not only develop a brand that is sustainable, ethical and eco-conscious but to encourage consumers to think twice before buying a garment.

This is why H&M recently partnered with American actress Olivia Wilde and her partner, creative director and 'storyteller' Barbara Burchfield, to launch a Conscious Exclusive pop-up shop in New York's Times Square. The duo is behind the online shoppable magazine *Conscious Commerce*, a platform 'where people can learn about and participate in [a] movement to use dollars more consciously'.



The Conscious Exclusive collection highlights the work of artisans from around the world and items have been made from sustainable materials such as recycled-polyester sequins. The label is also one of the leading users of certified organic cotton in the world and while many have admitted to the quandary posed by the sheer volume of clothes produced to fill international shelves (and ultimately our wardrobes), H&M directors and designers believe that theirs could be the first steps toward a better manufacturing model across the world.

For a company born in Sweden in 1947, with a single store in Västerås, H&M has not only shown its fascinating power of attraction but regularly seduces with its cool collaborations and sparks waves of hysteria and long queues outside its stores. (The latest, Alexander Wang X H&M, sold out in just over two weeks.) All of this serves to illustrate the retailer's understanding of a market that is in constant evolution. The result? Ranges that seem to fulfil the modern consumer's dreams with clothes that are creative, fun and fresh as well as reasonably priced and, in some instances, eco-conscious.

For autumn/winter 2015, the range, dubbed 'Sporty futurism and starburst shine' was filled with nylon zip-up coats, long gilets, camel wool coats, knitwear, lurex blouses, polonecks, faux-leather dungarees and, of course, bright orange moonboots. Without which, no trip to the moon wouldn't be complete. So fasten your seatbelts and enjoy the ride! □

H & M
AUTUMN /
WINTER
2015



Olivia Wilde is the face of the H&M Conscious Exclusive campaign (right) and a top and skirt from its look book (left)



ONE TO WATCH



RADAR • RADAR • RADAR • RADAR • RADAR • RADAR

When I first met Hadia Ghaleb, she was running around New York City like a social media-crazy kid, balancing her iPhone on benches to shoot her star jumps, in neon sneakers, on 5th Avenue. That evening she shared her Insta-video with me, perfectly edited and Hyperlapsed to an infectious electrobeat. The opening frame: #ELGHaleb X NYC.

Ghaleb has made her name as an Instagram sensation, clocking up 75 000 followers and an average of 1 500 likes per photo, and has garnered probably the most avid Insta-fan base in Africa. Her most re-grammed post to date is an impossibly striking snap of her in a red lace romper-cum-ballgown with the pyramids in the background.

It all started back in 2012, when she was bored in transit at Heathrow Airport and decided to download the app. Three years later and it's her travels around the globe and daring sense of style that keep a hungry following coming back for more. Ghaleb describes her daily get-up as sometimes minimal, sometimes masculine, or preppy, or Coachella-inspired; at other times like a carnival. 'It really depends on my mood,' she says.

But pushing the boundaries of fashion in conservative Egypt has not been easy. Mesh tops, midriff-baring tees and culottes are not readily accepted in North Africa. 'I feel like I'm not myself when I'm in Cairo. I feel like I always have to cover up. Skirts, crop tops and short summer dresses are out of the question,' she says. Nevertheless she works around the cultural strictures by wearing what she wants at private parties and events, and when travelling overseas or holidaying at the country's more liberal coastal resorts. Her mission is to one day open a college of fashion that provides education about the importance of an industry she loves.

At just 22, Ghaleb's burgeoning Instagram account has resulted in a plethora of brands approaching her to promote their products.



Hadia Ghaleb

Holly Meadows chats to Egypt's first street-style star and Instagram sensation

Hadia Ghaleb

It is for this reason that she founded her production company, Ghaleb Production House. Now, when a brand wants to send her a gift, or post images of her wearing their clothes, she requests a meeting to negotiate a business relationship. It's a smart and commercially savvy move that many influencers fail to acknowledge, but with a first-class degree in economics, it's no surprise that Ghaleb cottoned on to the exploitation of bloggers by brands.

In the last six months Ghaleb has worked with more than 25 clients that included big retailers like Topshop, Bershka, Charles & Keith and Guess Jeans, and recruited multiple influencers to increase the social media footprint of landmark campaigns around events like the opening of Vince Camuto in Cairo.

Highlights for her include working with luxury houses around the world, in Las Vegas, Dubai, Berlin, San Francisco and Abu Dhabi. Last year sports giant Nike visited her home in Egypt to film a documentary about her life, and Style.com/Arabia named her one of the leading fashion icons in the Middle East. What shines through in this is her work ethic of knuckling down and demonstrating grit, determination and dedication.

And her dreams for the future? Starting her own label, getting into real estate and trading on the stock market. But that's for later, she tells me. Somehow, I doubt that very much. □



ELLE
.CO.ZA

GO ONLINE
to see Hadia's five-day style diary

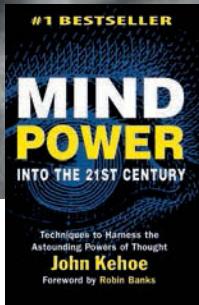


(Guest) S T Y L E R E P O R T E R

Fashion enthusiast *Uyapo Ketogetswe* captures winter style on the street of his home town, *Gaborone, Botswana*



We invite you to try
your hand at being an
ELLE guest Style Reporter.
For info, email Tidi@elle.co.za



What's the title of the book? *Mind Power into the 21st Century* by John Kehoe.

How old were you when you read it? I was 23, a signed artist with my first album to my name, a music video on television, a SAMA nomination and seven songs from my album on high radio rotation, but I was broke and broken.

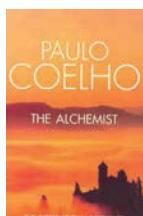
How did you come across the book? I had reached a point where I was asking myself: 'What is the mind for?' Believe it or not, I genuinely didn't know the purpose of the mind. During this time, I randomly came across *Mind Power* after walking into Exclusive Books to look at magazines.

What did it teach you? It taught me that the mind is a powerful and creative tool, and that my experiences are the result of my beliefs. I learnt that I could change my experiences by changing my beliefs. It therefore gave me the tools to create the life and circumstances I wanted, and ultimately to build my brand.

What emotions did it inspire in you? I was empowered. I was given the tools to realise my dreams. The results were almost instant. It changed my whole outlook on life. I even attended a workshop by John Kehoe to better understand how to implement the teachings contained in the book. It has become a way of life for me. I always envisage how I want things to unfold and use affirmations

OTHER BOOKS ON MY PERSONAL SHORT LIST

Conversations with God by Neale Donald Walsch and *The Alchemist* by Paulo Coelho



THE BOOK THAT CHANGED MY LIFE LIRA

Our next guest in this series, where we invite prominent people to share their most powerful reads, is award-winning South African singer Lira. Here, she tells us about the book that's made a lasting impression on her...

to ground myself firmly in that vision. I use my imagination to place myself there and remain positive instead of letting life toss me about.

What did you think after you'd turned the last page?

I was deeply challenged to step out of everything that I thought I knew about life. I took a leap of faith and applied the lessons from the book because at that stage I had nothing more to lose. I committed myself to the process and it really bore results, which made me even more enthusiastic about keeping it up.

Did it influence your views about an issue or a place or person? It completely changed my life. It freed me and gave me the tools to create the life I wanted. Since then I have used Kehoe's teachings in everything I do, from relationships to my finances, projects, lifestyle and health.

Is there a quotation or a fact in it that made a lasting impression on you? The message that we are completely responsible for the state our lives are in. That we are the cause of everything in our lives. You're either conscious of this or not. Using the tools that I found in *Mind Power*, I learnt to take control, to drive and direct the events and experiences in my life. In a way, it was a magical discovery that excites me to this day. It made for less stress and fear in my life, and opened me up to more enjoyment and adventure. □

CULTURE CRUNCH

YOUR GUIDE TO THE HOTTEST HAPPENINGS IN AFRICA

11.07.15 – 12.07.15

FRANSCHHOEK

BASTILLE DAY FESTIVAL



001 In celebration of Bastille Day, France's national day, it's time to dress in red, white and blue and head to Franschhoek to sip, savour and sample the best French fare the town has to offer. On the menu are fine dining, a food and wine marquee, farmers' markets as well as boules and the ever-popular barrel-rolling competition. Franschhoek.org.za

30.07.15 – 01.08.15

CAPE TOWN

MERCEDES-BENZ FASHION WEEK: CAPE TOWN



002 A line-up of designers from around South Africa will be returning to the Mother City to show their designs for spring/summer 2015. As before, the three-day event will showcase their latest collections as models strut down the runway. If the previous season's shows are anything to go by, this will be equally, if not more, exciting. qfi.za.com/capetown

10.07.15 – 16.08.15

JOBURG

SISTER ACT



003 Based on the 1992 hit movie, this musical theatre production stars Candida Mosoma as Deloris Van Cartier, a disco diva who disguises herself and goes into hiding as a nun after witnessing a murder. Even sans Whoopi Goldberg, the musical arrangements and high-energy cast will have you singing along in no time. Hallelujah! Joburgtheatre.com

18.07.15 – 26.07.15

ZANZIBAR

ZANZIBAR INTERNATIONAL FILM FESTIVAL



004 ZIFF, as the festival is known, has grown from being a showcase for East Africa's film industry to Africa's largest multidisciplinary arts and culture event. Expect two weeks of full-length films, documentaries and shorts as well as music from countries like Brazil, Senegal, Madagascar, Ghana, South Africa and Tanzania. Ziff.or.tz

02.07.15 – 12.07.15

GRAHAMSTOWN

NATIONAL ARTS FESTIVAL



005 The best creative minds will again gather in the university town to present and explore all things arts and culture. For 11 days the dramatic arts, comedy, poetry, dance, opera and more will be nurtured in an open, uncensored environment. Where else will you find Chester Missing, the Stockholm Jazz Orchestra and *Woza Albert!* all on one programme? nationalartsfestival.co.za

26.07.15

CAPE TOWN

STREET FOOD FESTIVAL



006 Every food lover's dream will come true for a day as chefs, food bloggers and photographers present workshops for those interested in the food business. Last year, 2 000 people were served by 40 food trucks and this year promises an even better line-up. (Joburg readers, take note, it will be your turn come 1 August.) Capetownstreetfoodfestival.co.za

ALBUM RELEASES:

BEA MILLER: NOT AN APOLOGY

(21 JULY)

After impressing with her distinctive voice on The X Factor USA, Miller's just released her debut album and it's all pop. This one's for driving with the top down and dealing with growing up and the fame monster.



LIANNE LA HAVAS: BLOOD

(31 JULY)

Three years after debuting with *Is Your Love Big Enough?*, the British singer is back with her blend of folk and soul on an album that promises the same electric cool lyrics and sounds that drew fans the first time around.



29

@ELLEMagazineSA



JOSS STONE: WATER FOR YOUR SOUL (1 JULY)

Four years in the making, the sound is a mix of funk, reggae, soul and hip-hop, and Stone's voice is stellar. It is made for blues and she gives a soaring take on joy as well as heartbreak.

JOSS STONE
Water For Your Soul

PUTTING AFRICA ON THE

FASHION MAP

Recently Africa has been called fashion's next big thing and even 'the next Asia', but, Nigerian journalist Dimeji Alara asks, is Africa ready for the global fashion market?

@dimejialara

To even ask this question, is almost like setting the cat among the pigeons. Take the response to an op-ed that appeared on Business Of Fashion in May this year. 'Some fashion players are dithering for too long or taking a half-hearted approach to African markets,' wrote Omoyemi Akerele, the founder of Lagos Fashion & Design Week, in her piece entitled 'Stop Waiting for the Perfect Moment to Invest in Africa'. In a flash, Nigerian menswear designer, Emmy Collins weighed in on Stylevitae.com, saying Africa isn't ready; the quality of most African designers' work is inferior compared to that of international brands; no investor would want to invest in designers that produce such poor work. 'The possibility that the CEO of a departmental store like Saks Fifth Avenue would lower their standards to accommodate Africans is at best, delusional,' he wrote.

Although the sentimental part of me is quick to challenge Collins on the point of our designers' standard of finishing, I have to agree with her to some extent. That said, throughout my career in fashion, I've come across many remarkable and talented African designers whose finishing can compete with the best in the global market. So why haven't any of them become globally recognised brands? Is the quality of the garments the real issue? I don't think so. Or rather, I think the issues go way beyond the finishing.

Are we not too focused on going global so that we forget the immense market in Africa? It is a question I often ask designers. While we are focusing on going global, more and more international luxury brands are coming into Africa. These brands have established themselves in their home countries and continents and are now

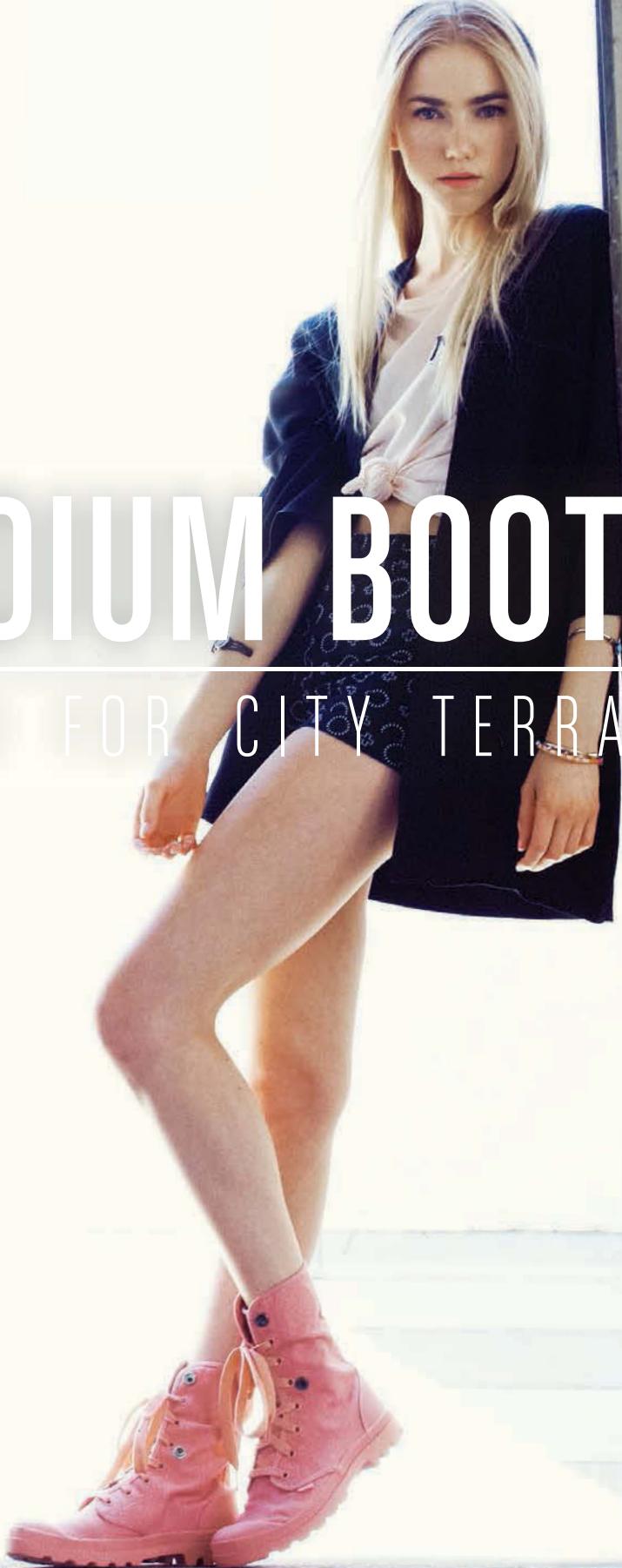
recognised names. The lesson to learn from this is that it is important to focus on establishing a label in Africa first, then we can discuss going global. Imagine having access to almost every major African designer in every country on the continent. That wouldn't be bad for a start. Of course, Africa faces economic, geopolitical and social challenges but we have to start somewhere. We can either dwell on these issues and do nothing, which I don't think is an option, or face them head-on and turn Africa's challenges into advantages.

One of the many issues is the fact that the majority of big corporations in Africa are very reluctant to put their money into fashion. And can we really blame them? They are businessmen before anything else and would rather invest in something that is profitable. What we need to do, is try as hard as we can to make African fashion profitable enough so that investors would want to venture into fashion without thinking twice. Then we wouldn't have to convince them first.

So do I think Africa is ready for the global fashion market? I don't know but I strongly believe that we have come a long way and that we are on the right track. And while this may be taking longer than we want or expected, with hard work, sacrifice, dedication and perseverance, we will surely get there. □

PALLADIUM BOOTS

ENGINEERED FOR CITY TERRAIN



PALLADIUMBOOTS.COM

RADAR • RADAR • RADAR • RADAR • RADAR • RADAR

I know one day I'll be irrelevant, because no matter how hard you try, there's a cultural window, where it is your moment, and you're in that space, and you can cling to it and cling to it and cling to it, but eventually your window is gone.' That insightful sound bite by designer Tom Ford is from the 2011 documentary, *Tom Ford: Visionaries*.

It struck me that this notion is perhaps at its truest – and most fickle – in modern fashion. Over the last two decades, we've seen the industry's cultural window shift back and forth between various Asian cultures. Bits of inspiration have been taken indiscriminately and combined to create fashion's version of the East. Remember the Japanese kimono moment? The ubiquitous mandarin collar and diagonal placket combo? Harajuku girls? And let's not forget all the fashion moments appropriated from India every time Bohemian is a thing.

But it is fashion's latest focus that has it hovering over Africa that excites me. Firstly, it is a fashion moment that is long overdue. Consider the vastness of our continent with its 54 countries, diversity of cultures, artisanal skills and aesthetic dialogues, and then think how little time has been spent engaging with all of this in the global design conversation.

Admittedly, the spotlight did not arrive here willy-nilly. Aside from Africa's growing economies, I credit the designers, artists and artisans who have consistently engaged with their surroundings and moved crafts into a visual context that demands attention. Take Laduma Ngxokolo's MaXhosa knitwear which was born of a desire to provide more relevant knitwear for young Xhosa men returning from initiation ceremonies. He replaced their typical argyle cardigans and vests with the colours and designs of the Xhosa aesthetic. In the five years since launching, he has shown in Oslo, Berlin, Paris and Milan. MaXhosa is sold in Joburg, Cape Town, London, Namibia and the Netherlands.

Ivorian Laurence Chauvin-Buthaud founded LaurenceAirline, which is based in Paris and Abidjan, in 2010. When asked why she chooses to make her clothes in Abidjan, she was unequivocal: 'The goal of LaurenceAirline is to produce high quality garments produced in Ivory Coast so that local people can be trained and can learn from work exchanges. We're building Africa's modern reality for the international fashion scene.'

True, the cultural spotlight will again move on. But while it is shining on us, what is most important, is what we do while the world's eyes are on us. Ours is the second-largest continent on the planet, it is home to some of the world's fastest-growing economies and it is the source of visual imagery and traditional crafts like no other. Like Laduma and Laurence, we must embrace the opportunity this brings.

It doesn't matter whether its fashion, art, music, photography or product design, Africa's creative class has a lot of references waiting to be unearthed. We must keep our ear to the ground, we must immerse ourselves in contemporary Africa and translate the influences around us into the products we create to set ourselves apart by infusing them with the authenticity that surrounds us.

This is our chance to tell a contemporary African story to an audience far bigger than we've ever had but we must engage with our own continent if we are to build brands or create work that will hold the world's attention even when the cultural window has moved on. □

AFRICA TIME

This is our chance to tell a contemporary African story to a far bigger audience than we've ever had – and we must grasp it, says Malibongwe Tyilo



MAXHOSA

LAURENCEAIRLINE



MAXHOSA



LAURENCEAIRLINE



HERE'S YOUR CHANCE
TO KICK-START YOUR
FASHION CAREER WITH
ELLE AND MRP

Do you have the creativity, passion, vision and business acumen to join the fast-evolving African fashion industry? Are you an emerging talent ready to elevate your brand to new heights of creativity and reach?

ELLE
RISING
STAR
DESIGN
AWARDS

2015

Calling all rising design talent to enter our annual ELLE Rising Star Design Award competition in association with MRP. For full competition details, prizes as well as more info on how to enter the 2015 competition, go to ELLE.co.za today.

IN ASSOCIATION WITH



TREND REPORT

STREET HAIR

It's time to celebrate winter manes! We look at a few local fashionistas with real street cred and their choice of winter dos

@bakedtheblog

AISHA BAKER,
FASHION AND
BEAUTY BLOGGER AT
BAKEDTHEBLOG.COM

'I wore my hair like this in summer but it was messier and wanted to explore the style again, this time with extensions and slightly tighter braids that start at the middle parting to give me a more structured look. Tight braids are edgier and stronger for winter and when combined with a texture such as a knit or faux fur, they can give you a really slick look, as they frame the face really well and accentuate and open up key features such as the jaw and cheekbones.'

TOP PRODUCT:

'I love Tresemme Salon Finish Extra Hold Hairspray, R79.99. It keeps my hairstyle intact for the entire day.'



HOT AND...

Whether you long for volume, a silky texture, perfectly straight or curly hair, L'Oréal has every styling need covered with their new Studio Line Hot range.



L'Oréal Studio Line Hot & Go, Hot & Curl, Hot & Big, Hot & Sleek and Hot & Straight, R79.95 each

GO ONLINE
to see our favourite
catwalk-to-
street hairdos

ELLE
.CO.ZA





EMMA JANE
MENTEATH, MODEL
AND BLOGGER AT
MYLIFEINPINK.CO.ZA
'I fell in love with the lob (long bob) last year. It's really easy to manage and my hair has been feeling healthier and happier. I decided to try something a little different this year, so I added a soft fringe inspired by Alexa Chung and Caroline de Maigret. It adds just that something extra not only to my hairstyle but to my look as a whole.'

TOP PRODUCT:
'Babyliss Nano Curling Tong, R259. It creates the perfect wave with just enough volume and definition.'



TOP PICKS FOR THIS MONTH

Give your locks some love with our go-to essentials – from the tools we rely on to the products that we know will work, well ... beautifully.

FIGHT FLYAWAYS AND ADD SHINE

1. TIGI Bed Head Blow Out Golden Illuminating Shine Cream, R275
FOR SOFT AND SILKY LOCKS
2. Pantene Moisture Renewal Shampoo and Conditioner, R42.99 each
3. Wella Flexible Finish Non-aerosol Working Spray, R259
SEAL YOUR SPLIT ENDS
4. Redken Extreme Length Sealer, R369
5. Kevin Murphy Hydrate Me Masque, R500
FOR A FULL-VOLUME LOOK
6. Davines More Inside Texturizing Dust, R280
A BRUSHSTROKE FROM
BLOW-DRY PERFECTION
7. Tangle Teezer Blow-styling Full Paddle Brush, R360



BEAUTY



Twitter: @emmamenteath



THITHI NTETA,
DIRECTOR AT THIRTEEN
OPTIONS MEDIA
AND BLOGGER AT
TEETEESISWITHME.COM
'For me, winter is about protective
hairstyles, which is why I currently
have a weave with coil curls that has
been installed gently by Candi & Co
in Randburg.'



TOP PRODUCT:

'My hair is easy to manage. I just spritz it with a little water and use Moroccanoil Treatment, R470.'

Instagram: @teeteenteta



An all-black look with smudged liner and mega lashes has uptown attitude served with a dose of underground make-up mystery'

MAYBE CORPACI
JUNIOR BEAUTY EDITOR

DID YOU KNOW?

Maybelline New York
is celebrating
100
years of beautiful
make-up this year.



Maybelline Baby Lips
Dr. Rescue Electro, R34.95;
Maybelline Colorshow
Mono Eyeshadow, R69.95;
Maybelline The Colossal
Kajal 12h Extra Black and
The Colossal Kajal Eyeliner,
R49.95 each; Maybelline
The Colossal Go Extreme
Volum' Express Leather
Black Mascara, R135

FROM THE
**#ELLEBEAUTY
CLOSET**

CITY COOL
*Give your everyday make-up some
street cred with edgy urban brand
Maybelline New York*

A close-up photograph of a woman's face. She has light brown hair pulled back, brown eyes, and is wearing light pink lipstick. Her hands are resting on her cheeks, fingers spread. She is looking directly at the camera with a neutral to slightly surprised expression.

SHOP
YOUR WAY
TO FLAWLESS

www.shoplongevity.com

An emporium of
anti-ageing beauty, health
and wellness brands
delivered to your door.

introducing
SHOPlongevity.com

a division of Longevity, SA's leading health, beauty and wellness magazine

LA JOIE-DE-VIVRE

Lancôme

This year, cosmetics giant Lancôme is celebrating 80 years as a symbol of French elegance and femininity. With ambassadors such as Julia Roberts and Lupita Nyong'o it has become the epitome of radiance and joie-de-vivre

THE BEGINNING

Visionary and pioneer perfumer Armand Petitjean launched Lancôme in 1935 with five fragrances at the World's Fair in Brussels. He had one desire: to make women beautiful and happy. The rest, as they say, is history and today Lancôme, that had started out as a perfume company in France, is present in more than 130 countries around the world.



1935

Lancôme is founded by Armand Petitjean



1952
Trésor perfume (the original)
Galatéis skincare



1965
Absolue skincare

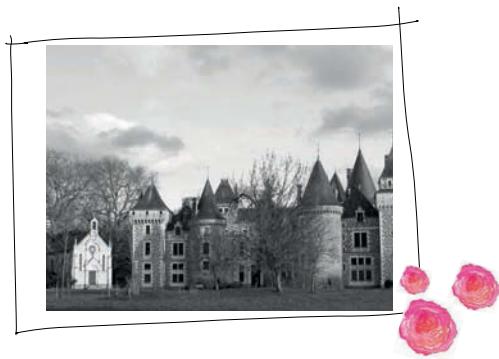


1969
Ô de Lancôme perfume
Effacil skincare



1995
Poème with French actress Juliette Binoche as its muse and Primordiale skincare are introduced





DID YOU KNOW?

The name Lancôme was taken from Le Château de Lancosme. Legend has it that Petitjean had visited this old castle once while on holiday and the gold rose, a universal symbol of love and femininity, that appears on all Lancôme packaging was inspired by the wild roses that grew around the chateau.

IN THE WORDS OF ITS AMBASSADORS

'Lancôme celebrates beauty of all backgrounds. Its ambassadors are all individual women whose beauty goes way beyond skin-deep.'
- Lupita Nyong'o

'When you look at the women who have represented Lancôme, their beauty penetrates to a deeper level, an emotional level, as opposed to just being about the façade.'
- Kate Winslet

'Lancôme is class, elegance, grace, but also beauty that comes from within.'
- Lily Collins

'Lancôme is synonymous with delicacy. It's a brand that conveys a refined image. It also has a prestigious and very Parisian side.'
- Alma Jodorowsky

'Lancôme is like an homage to all women.'
- Penélope Cruz

'The Lancôme woman is graceful and timeless, a beautiful and empowered woman.'
- Julia Roberts

1990
Lancôme launches a new version of *Trésor*, *Absolue Rouge* lipstick and its *Bi-facil* skincare range

1996
Inés Sastre becomes the brand's ambassador

2000
Miracle perfume is introduced

2008
Aaron de Mey joins Lancôme as make-up artistic director



2010
Julia Roberts and Penélope Cruz join the brand as ambassadors



2013
Lancôme introduces Lily Collins as the face of its campaigns



2014
Lupita Nyong'o and Alma Jodorowsky join Roberts, Cruz and Collins as brand ambassadors



ELLE LOVES

'From the classics to groundbreaking creations, our favourite Lancôme products are nothing short of iconic'

1. Lancôme Belle de Teint Bronzer, R599
2. Lancôme Hypnôse Mascara, R369
3. Lancôme Visionnaire LR 2412 4% Cx Advanced Skin Corrector, R860
4. Lancôme Absolue Oleo Serum, R2 150
5. Lancôme La Vie Est Belle, R1 035 for 50 ml



2015

Lisa Eldridge joins Lancôme as new make-up artistic director

CATRICE
COSMETICS

Dis-Chem
PHARMACIES
Pharmacists who care

NEW
LIMITED
EDITION
JULY – SEPTEMBER 2015



kaviar gauche
FOR CATRICE

ELLE SHOPPING

Knit, R3 995, Diane von Furstenberg at Callaghan; cropped pants, R849, Topshop; spectacles, R855, Guess at SDM Eyewear; watch, R1 499, Mimco; socks, R55, Falke; boots, R1 550, Castelo



TAKE ME TO WORK

Of course you can wear lace-up boots with treaded soles to work. So go ahead, step right off the street into the office – these boots were made for working!



THE **dungaree**

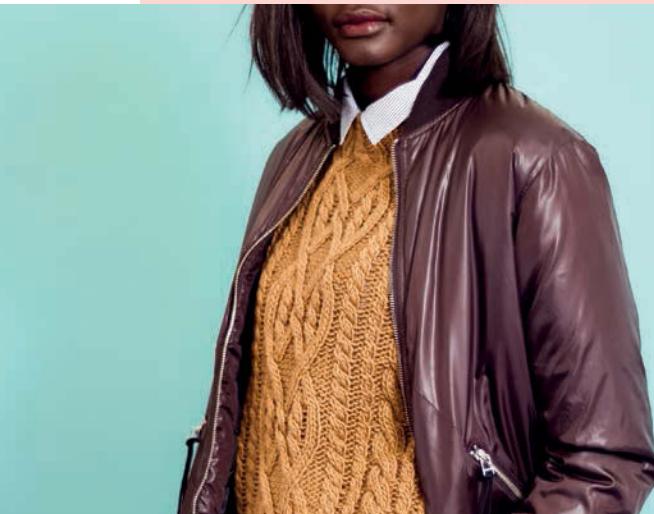
Adding an oversized coat and classic clutch turns this outdoors essential into an indoors staple too

Shirt, R4 280, Max Mara; dungarees, R759, Zara; coat, R4 599.95, Ted Baker at Stuttafords; clutch, R699, Witchery; ankle boots, R1 999, Mimco



TIP

USE SMALL FEMININE DETAILS TO SOFTEN
OTHERWISE UTILITARIAN ITEMS.



THE BOMBER **jacket**

It may be streetwise but it's not afraid to work hard either, just add sophisticated separates

Shirt, R549, and knit, R799, both Mango; culottes, R1 399, Witchery; zip-up jacket, R6 999, Tiger of Sweden; bag, R399, Woolworths; ankle boots; R2 299, Mimco



TIP

GIVE YOUR LOOK THE EDGE WITH AN INTERESTING
MIX OF TEXTURES.

ELLE
.CO.ZA

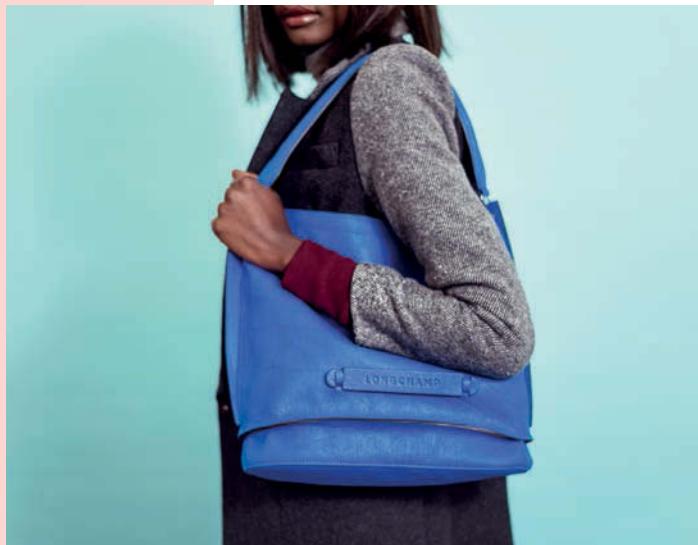
GO TO ELLE.CO.ZA
for more tips on
turning streetwear
into workwear



THE STATEMENT sweater

Swap jeans and sneakers for a pleated skirt and a pair of grown-up boots to dress up this staple

Sweater, R299.95, Edgars; turtleneck, R899, Country Road; coat (top right), R3 999, Habits; coat (bottom), R2 799, Mari and Me; skirt, R1 299, Mango; boots, R1 799, Studio W at Woolworths; tote, R10 190, Longchamp



TIP

LIVEN UP A SUBDUED TONAL OUTFIT WITH AN
UNEXPECTED SPLASH OF COLOUR.



buckle
U P

Plaited or plain, these belts will never be wasted
on the working woman

R1 795, Hugo Boss

PHOTOGRAPH: SÉBASTIEN ROHNER / FASHION DIRECTOR: TARRYN OPPENHEIM



BALMAIN AW15

STYLIST'S WORKSHOP

Rise above

The turtleneck, that trademark of '70s existentialists and modern iconoclasts, has evolved to become a firm favourite with the street-style set. Here's how to wear it in 2015



CALVIN KLEIN AW14

SECOND SKIN

This blast from the past has Calvin Klein and Balmain to thank for its oh-so stylish comeback after dominating the designers' recent autumn/winter shows. A key element for this season, the tight-fitting turtleneck is a versatile blank canvas for building any look for any occasion. Wear it as a basic under a sleeveless dress, as an extra warm layer under a shirt or with a high-waisted skirt, bomber jacket draped nonchalantly over your shoulders, to create a sumptuous layered look.

OFFICE STYLE

Although it is best to steer clear of cropped turtlenecks, they work quite well with high-waisted trousers or layered the new way, over a fitted shirt. Whereas oversized knits tend to be too frumpy for the office, a structured, oversized turtleneck is the exception. Casually tucked into a pencil skirt or a pair of cropped, tailored trousers, it makes a sophisticated impression *and* is a very comfortable day to night look.



PERNILLE TEISBAEK

MIND THE GAP

Fashion blogger Pernille Teisbaek, in head-to-toe Chanel on day eight of Paris Fashion Week Autumn/Winter 2015, perfectly demonstrated how to use a cropped turtleneck as a balancing tool if you don't want to show too much skin but do want to take a fashion risk that's guaranteed to pay off. To give your fitted, crop top a cool, fresh look, contrast it with high-waisted bottoms (think denims or culottes) and add a denim jacket for a relaxed daytime look or swap your jacket for a boyfriend blazer and heels for the evening. □

a handful of heritage

Chloe Townsend's design talent and Lizel Strydom's business smarts continue to keep Missibaba at the top of leather lovers' wish lists

THE SGT. PEPPER BAG

IN THE BAG
'The Sgt. Pepper is the most iconic Missibaba bag. For our 10-year celebration, we decided to relook some of our past favourites and create a luxurious collection of all the beautiful styles we've made.'

- Lizel Strydom



MIXED MATERIALS
In this bag, leather from a tannery in Pietermaritzburg is combined with exotic Argentinian leather.

AN OLD FAVOURITE
The Sgt. Pepper bag from the 2011 Beatles-inspired range is the first design to be relaunched as part of their new Iconic Collection.



A LABOUR OF LOVE
Once designed, the patterns for the bag are created and the panels cut by hand. Then Chloe and Lizel create the surface details themselves before the straps, rivets and piping are attached, also by hand.

MEET SGT. PEPPER
Each bag takes six to eight hours to make and no two bags are the same since the strips are woven by hand from buttery soft leather before they are stitched together.



LOCATION, LOCATION, LOCATION
FIND MISSIBABA IN BREE STREET, CAPE TOWN AND ST. ANDREW STREET IN BIRDHAVEN, JOBURG OR SHOP ONLINE AT MISSIBABA.COM



PRESENT

The quintessence of street style, *Rihanna* is the cool
non-conformist everyone would like to be

photography by PAOLA KUDACKI

styling by LORI GOLDSTEIN

FUTURE

CON

Wearing nothing but a veil and looking assertive, ethereal and engaging, Rihanna set the tone at this exclusive ELLE shoot. There was no acting for the camera, only acute self-awareness and an ability to always seem so centred, straightforward and totally at ease in front of the lens. Rihanna is comfortable in her own skin, and in this shoot where she wears barely a dusting of make-up, she commands.

And her career, although filled with musical accolades, is intertwined with fashion and style. For every new musical chapter, there has been a new look. There has been a playful raven mane, dainty pixie cut, bob and today's dishevelled 'do (accessorised with said veil). You can't escape her intriguing and inviting innate sense of style and confidence. Who else could wear a ginormous pink pouf to the 2015 Grammy Awards as if it were the norm? Only Rihanna can (even though it was Giambattista Valli).

Every bit the style icon, we've come to expect only one thing from Rihanna: the unexpected. Our shoot is therefore stripped down and unconventional, matching the height of fashion with low-key beauty and minimal make-up. From a pale yellow gauze and satin corset dress (Ulyana Sergeenko Couture) to a draped, pleated and ruffled black tulle dress with leather detail (Valentino Haute Couture), the queen of style is letting fashion do the talking, much like she has done since stepping out of the boyfriend-jeans-and-crop-top-wearing box she had been put in at the start of her career. She is a force to be reckoned

with, a pop culture phenomenon, and she is only 27.

Last year, Rihanna stepped onto the stage to receive the 2014 Fashion Icon award from the Council of Fashion Designers of America in a Josephine Baker-esque headpiece, a haze of the palest pink Swarovski crystals and the sheerest dress imaginable. She ruffled feathers but, as always, she sparked a conversation. She looked every bit the fashion icon. In her acceptance speech, she chose the conventional route and thanked all those who've served as inspiration. She went on to reminisce about her childhood in Bridgetown, Barbados, when fashion had become a weapon. Although others could wear the same pieces, only she could make them look unique, a skill acquired while selling clothes at her father's street stall. 'I can compensate for all my weaknesses with my fashion,' she said from the glittering stage.

That's the power she possesses, that she exudes on the red carpet, whether in haute couture by Dior or Valentino or prêt-à-porter by DKNY or Givenchy. She can take the most basic wardrobe essential and give it that cool edge, because she does so with confidence and conviction. It's a fierce and priceless confidence that could translate into red-carpet disasters, but not if you're Rihanna. Even when receiving mixed reviews, as she did with her elaborate Guo Pei fur-trimmed yellow cape and headpiece at this year's Met Gala, her fashion choices keep her topical. And that's key to any creative's longevity: the ability to reinvent yourself time after time while staying relevant and piquing people's interest and conveying future appeal. That's Rihanna, in a nutshell.

Sheer will and determination made her the star that she is today. 'She was fierce – like [LA Lakers basketball maestro] Kobe Bryant. I knew she was a star,' says mentor

Embroidered silk coat,
Dior Haute Couture;
wool-and-nylon-blend
tights, Wolford; **rose**
gold and diamond ring,
Yeprem; **white gold**
mesh and diamond
handpiece, Colette

Opening page: Tulle
bustier dress by
Alexandre Vauthier
Couture; diamond and
rose gold handpiece, and
diamond and white gold
handpiece, both Yeprem



Q & A



Jay Z. And a star she has become, with seven albums in seven years and worldwide album sales totalling 54 million. She is the best-selling digital artist of all time with 210 million downloaded tracks. She's won eight Grammys in less than a decade and has landed 13 number-one singles on the Billboard Hot 100 – the same number it took Michael Jackson 23 years to achieve.

She is also a bona fide businesswoman thanks to various fashion collaborations with Armani, River Island and Puma. She's launched five fragrances, her Viva Glam campaign raised \$50 million for the MAC Aids Fund, and she is the new face of Dior's Secret Garden IV campaign. She's ventured into the world of film with *Battleship* and the animated feature film, *Home*. And how do you get Generation I interested in iconic artists such as Sir Paul McCartney? If you are Rihanna you team up with the music legend himself and Kanye West on the single *FourFiveSeconds* (dressed in '90s denim-on-denim) from her eagerly anticipated eighth album, *R8*.

So, yes, she's popular. Her Twitter following (46 million and growing) is bigger than the population of Argentina. Influential is her middle name with over 19 million followers on Instagram (@badgalriri). Move over President Obama. As far as popularity goes, RiRi is a global phenomenon and she ain't going nowhere. Ironic, because her defiant and non-conformist outlook is at the core of what drives her: to be bold, unique, different. People-pleasing? Not for Rihanna. The thing about RiRi is that what you see is what you get – good or bad – she is all woman, all confidence, all unapologetically authentic. □

ELLE US: What's the craziest thing you've ever done?

Rihanna: That's a secret.

What do people not get about you?

I'm shy.

What's the sexiest thing a man has said to you?

Any man who tells me what to do, is sexy!

What's your mantra?

Fuck bitches, get money!

The best gift you've ever received?

Besides life itself, the best gift is the family God chose for me to be born into.

The most treasured item in your closet?

My vintage items.

Your worst fear?

Childbirth!

The last time you were starstruck?

When I met Aaron Paul at the Spike Guys' Choice Awards.

The best hangover cure?

Ice, Chinese food and an upside-down bin and towels, preferably next to the toilet.

Your favourite meal?

A home-cooked Guyanese feast by one of the women in my family.

Are you a good cook?

I'm a fun cook! My specialty is seafood, but I also make the sickest mac 'n' cheese you will ever taste.

If you had to listen to three albums on repeat, what would they be?

Kol's *Only by the Night*, Buju Banton's *'Til Shiloh* and Michael Bolton's *Greatest Hits (1985-1995)*. And the *Waiting to Exhale* soundtrack.

In May 2012 you told ELLE: 'I have more freedom the more people know about me.' Would you change that statement now?

Hell, no!

Do you ever sound like your mother?

My mother doesn't say much, but that one 'um' is a full paragraph of things I was grateful she didn't say. I catch myself doing that a lot lately.

You once told ELLE that kids 'are my everything'.

When do you plan to have your own?

When the good Lord blessmah!

If you weren't a singer, what would you be?

A wife.

What was it like to be honoured at the CFDA's?

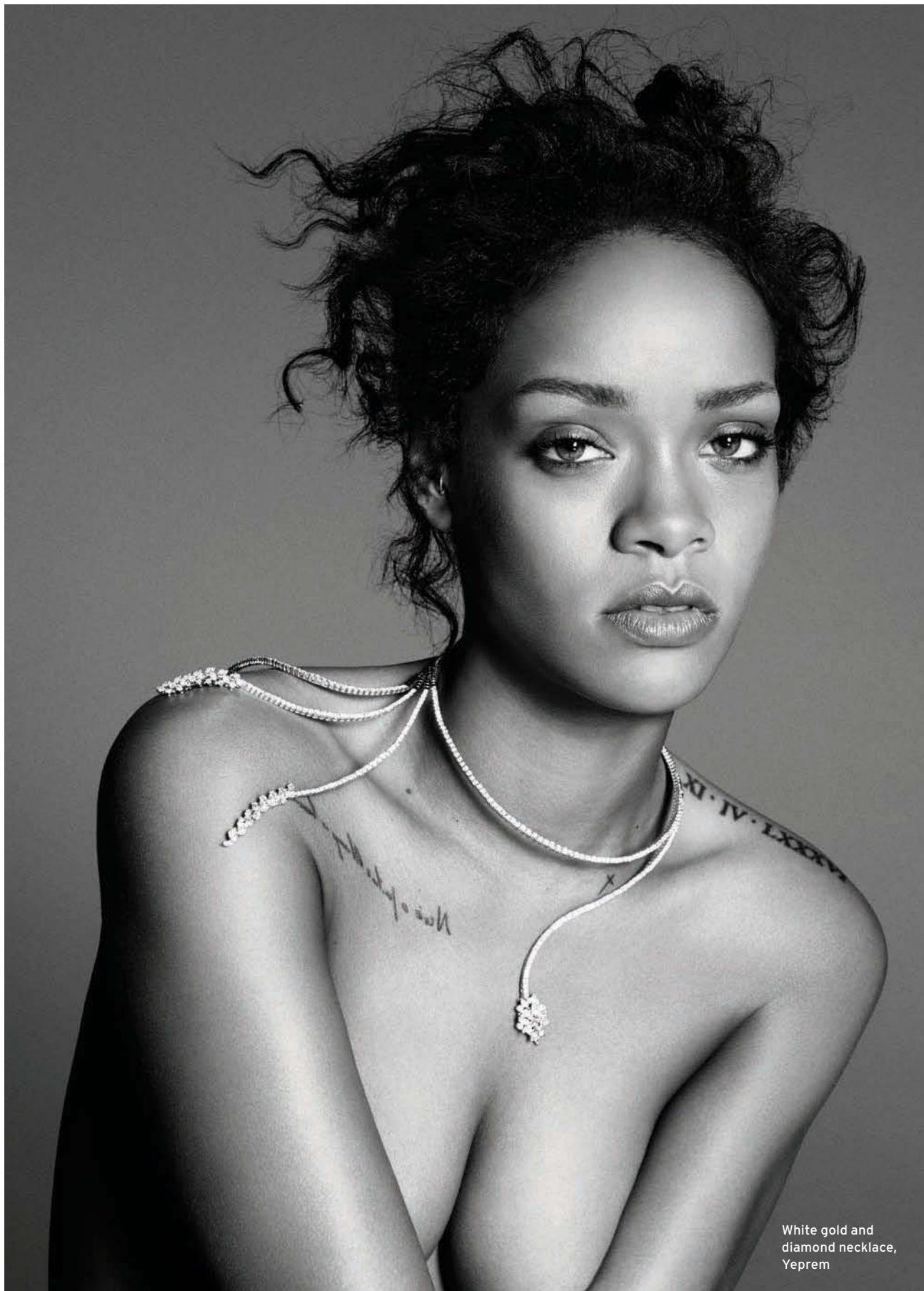
I felt overdressed and a tad conservative.

If you were a piece of jewellery, what would it be?

I'd be a choker!

What's on your Christmas list?

A big, trimmed ****!!



PHOTOGRAPHED BY PAOLA KUDACKI; STYLED BY LORI GOLDSTEIN; HAIR BY YUSEF AT FACTORY DOWNTOWN; MAKEUP BY TOM PECHUX; MANICURE BY MARIA SAIA ANDRA; PRODUCTION BY WEILI WANG FOR BRACHFIELD NY; FASHION ASSISTANTS: MICHAELA STACEY AND TARYN SHUMWAY; TEXT BY LILZY GOODMAN; ADDITIONAL REPORTING: TIDI BENBENISTI

White gold and
diamond necklace,
Yeprem



DOUBLE VISION

There's a new wave of *stylist siblings* providing a platform for African design. *Holly Meadows* chats to the duos *keeping fashion in the family* and telling stories together



So what do you do when you've just graduated from New York's Fashion Institute of Technology? If you're Danielle and Chantelle Dwomoh-Piper, you start a fashion label and blog: DPiperTwins and kick off a career that so far has led to appearances on TV shows such as CBS's *Rachael Ray Show*, NBC's *Today Show* and ABC's *Good Morning America* as well as invitations to participate in several fashion weeks, including in their home town, New York.

Danielle and Chantelle embrace their roots – their mom is Caribbean and their dad Ghanaian – with a bold combination of traditional prints in contemporary styles. They blog about fashion, food and their travels to provide followers with a window onto their world as models and brand ambassadors.

Among their most popular blog outings were the one on the launch of their Ankara print beanies in a flurry of colours and combos. The post and lookbook visuals were a huge hit and translated into record sales.

Equally popular were the posts about their visit to the village in Ghana where they had grown up. The twins took gifts for the children there, saying, 'We are blessed to have a talent that enables us to impact the lives of others in a positive way.'

It's this connection to their heritage and the country where they were raised that intrigues their fans and keeps them coming back. 'That connection is precious,' Danielle says. 'And it's even greater when you learn to combine that which makes you different with your talent to create a business.' Their goal is to follow in the footsteps and build on the work of their favourite designer, Kofi Ansah, a founding member of the Federation of African Designers and a pioneer who had helped put modern African design on the international stage.

That said, like true New Yorkers, Danielle and Chantelle can't live without their Salvatore Ferragamo heels and Chanel flats. And then there's the obligatory stack of David Yurman bangles. But, with an Instagram following already pushing the 20 000 mark, it's their Ghanaian-inspired designs they want to grow globally, especially back home in Africa.

DWOMOH-PIPER TWINS GHANA | AMERICA

dpipertwins.com



@dpipertwins

They're all eyes, cheekbones and boho chic. Meet the Lebajoa twins. Raised in Lesotho and living in London, Nyane and Mpho are Africa's answer to the Olsen twins. Nyane started her Tumblr feed in 2011 because she liked styling and taking photos of her outfits, taking inspiration from a curiously named Texan blogger, The Vintage Virgin, with a penchant for finger tattoos and silver knuckle rings.

Their popularity snowballed once Nyane began posting pictures of her with Mpho, and their combined Instagram following currently exceeds 200 000. Mpho ascribes this to the fact that everyone likes to see the bond between siblings play out. 'Come on, everyone loves twins! And we have a good eye for fashion,' adds Nyane.

In fact, Mpho's most successful posts include her winter look: a white dress with a grey fleecy duster, and a more out-there look consisting of a black Nike tee tucked in a fishnet skirt. Nyane's look – grey-rinse extensions and pale almond skin – is made for selfies. That said, it's not all selfies and streetstyle. Mpho and Nyane like to mix it up with inspirational shots as well as runway and lookbook stills.

For them it's a two-way street and being bloggers has impacted their style. 'Because I began concentrating on making posts more suitable for Instagram, my style became simpler. It works better for square pictures that are viewed on small screens,' says Nyane. Mpho, again, has become more exploratory as a result of positive feedback that 'encourages you to push the envelope'.

Communication, for them, is a give and take too, and every reader comment on their Tumblr is answered, whether it's a question about how Nyane got her silver locks or whether they speak Sotho.

But how do the Lebajoa twins manage to promote brands and stay true to themselves? They've both worked with a number of labels including Monki, NastyGal, Motel Rocks, Rat & Boa, O-Mighty and ASOS. 'I try to keep sponsored posts to no more than two per day and spread them out. I post between three and five pictures a day with at least two hours between posts,' says Nyane. They know that collaborations are very important for generating an income and growing a following, but they are mindful of the fact that paid posts could become a distraction. 'You have to choose collaborators carefully and try to keep it about quality rather than quantity,' Nyane adds. That said, their brand focus is a major part of what keeps their followers coming back and just about every outfit post attracts hungry queries on where to shop the look.

This, they say, is because readers look to bloggers for inspiration and advice on how to recreate celebrities' looks and where to find the items to do so. It's this that's prompted them to take the next step, shoppable posts, with their app, depop.



'ALTHOUGH WE'RE TWINS, OUR STYLES ARE DIFFERENT YET WE ALWAYS INSTINCTIVELY WEAR PIECES THAT COMPLEMENT EACH OTHER'



@NyaneLebajoa

NYANE & MPH LESOOTHO | ENGLAND

nyane-mpho.tumblr.com



@MphoLebajoa





For Velma Rossa and Papa Petit, the brother and sister duo from Nairobi, 2MNYSLNGS is where they document their lives in fashion and in African youth subcultures. You'll often see Velma wearing her trademark socks: 'They tend to transform an outfit into something that's a little bit different.' Papa, on the other hand, loves hats, particularly the one he received from Ohiri Studios, a design house based in Paris. 'I love its African gold weight details. It's just so different,' he says.

Through their blog they want to provide a platform for the African photographers like fellow Kenyan Sarah Waiswa who they work with. Earlier this year the three of them revisited the places where they grew up and that had influenced them.

Aside from blogging, Papa works as a personal stylist and a recent project involved the curation of clothes for a music video by Sauti Sol. Velma works at an art gallery that represents East African artists and is working on a T-shirt project with Brother Vellies, the New York-based Namibian shoe company.

All their blog content is created in Nairobi and tells of their daily experiences and the city's many cultures. It's streetstyle pushed to the limits and fused with art and anthropology to create something truly intriguing. The thrift scene initially led them to blogging and more recently to the highlight of their career as the creators and hosts of The Siblings Thrift Social. Major creatives came out in support of the event that raised funds for the Jacaranda Workshop for Nairobi's mentally handicapped. 'It was our way of using what we know best [selling thrifited clothes] and social media to give back to the community,'

says Velma. Sustainable fashion is a cause close to their hearts and Velma recently worked on a campaign with international eyewear brand Karen Walker that featured Kenyan artisans.

As we talk designers, Papa and Velma cite Katungulu Mwendwa (Kenya), Maki Oh (Nigeria) and Laurence Airline (Ivory Coast) as their top three when it comes to reinvention, consistency and the use of colour and textures. The growth of the African fashion scene is what drives the duo, and this year they concluded a project with Ichyulu, an e-commerce platform representing the likes of Lalessa, Chichia London and Pichulik. 'Sort of like a Net-A-Porter for African high-end designers,' says Velma. It's clear that maintaining a close working relationship and continuing to tell stories from Africa are what's important to them, and, says Papa, 'A conceptual clothes store would be nice!'



Velma



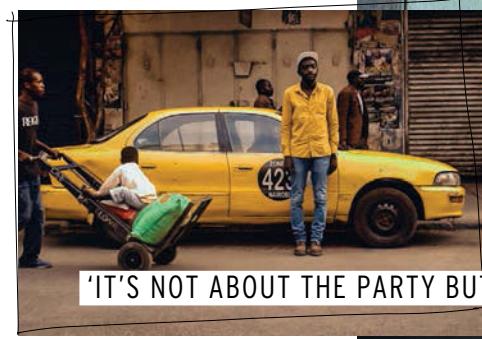
Papa

2MNYSLNGS

KENYA

2mansiblings.tumblr.com

@2mansiblings



'IT'S NOT ABOUT THE PARTY BUT DRESSING FOR THE PARTY, THERE'S SOME TRUTH AND POETRY IN THAT'





JVXTAPOSE SOUTH AFRICA

jvxtapose.com

Twins Zama and Zonke Mthethwa started their blog to document their new lives in Joburg and to keep their friends in the UK posted (no pun intended) when they returned to South Africa five years ago. In other words, as their strapline says, it's 'Not just an African style blog'.

They write about fitness and travel as well as fashion. 'Not everyone is interested by the OOTD (Outfit Of The Day) angle. Providing one-dimensional content becomes monotonous after a while,' say the twins, who believe their content is diverse and appeals to a wider audience. 'We are very different so we appeal to different types of people.' And being siblings allows for an open, honest and mutually beneficial dynamic to keep them on the same track but stops them from stepping on each other's toes. It helps that their daytime jobs in waste and environmental management (Zonke) and as a womenswear ambassador for Nike SA (Zama) has them performing unrelated roles, although Zama is a self-confessed 'sneakerhead' who wants to one day

create a platform 'where girls who love sneakers can share their love for all things sneaker-related'. She is a fan of Aleali May (@alealimay), Christina Paik (@_christinapaik) and Caroll Lynn (@careaux) who all shoot and style for two of her favourite streetwear platforms, Highsnobiety and Hypebeast.

Zonke prefers Australian blogger Nicole Warne (@garypeppergirl), UK-based YouTube fashion and beauty vlogger Patricia Bright (@Pattyolovesyou) and internet It-girl-cum-visual-diary Julie Sarinana (@SincerelyJules). 'I have followed these ladies' journeys from the very beginning and it's inspiring to see how far they have come. It proves to me that self-belief and hard work always pays off,' she says.

Style and travel are two strong threads that pull through Jvxtapose, so much so that fashionable Italian automotive brand Fiat approached the girls for a collaboration which saw them driving around Jozi in a Fiat 500C for a week. 'People like to live vicariously and if you're doing things that inspire them and make them work towards something, they always come back.' To date, their most popular posts have all been travel diaries, like the time they went to Berlin to run a half-marathon, and when they photographed themselves navigating the waterways, temples and markets of Bangkok. 'I think everyone has wanderlust and are curious to see what's beyond their country's borders. People like to dream about places and visiting them.' For the Jvxtapose twins, that place is Amsterdam, where they'd like to be based 10 years from now, together.



'WE ARE JUST LIKE ALL OTHER GIRLS WHO COME IN DIFFERENT SHAPES AND SIZES, WHICH IS WHY GIRLS AS WELL AS GUYS RELATE TO US'

For the past two years Baltimore-born and New York-based identical twins, Cipriana and TK (aka TK Wonder) Quann are the bloggers behind and faces of Urban Bush Babes, the blog Cipriana initially began with Nikisha Brunson.

Having started out as a platform where women, specifically women of colour, could feel comfortable and break down and redefine popular concepts of beauty, Urban Bush Babes still does that but has since expanded its content to cover everything from health, films, social issues, photography, music, arts and culture. One particular post that had me utterly enthralled was a candid interview with South Sudanese model Mari Malek in which she discusses her journey from refugee to runway model and finding the beauty in her own skin.

I suspect it's Cipriana's ongoing desire to tell stories like this that led to her selection as one of 'six brilliant women' to appear in *Vogue*'s 'My Life in *Vogue*' feature last year and one of five women from around the world to be included in cult Finnish design house Marimekko's Women of Influence series. The previous American name on the list had been that of Marissa Mayer, president and CEO of Yahoo!

Rapper/singer/songwriter TK is Urban Bush Babes' executive contributor. 'We just mesh well and have the same values, so when it comes to the really difficult decision-making, the outcome tends to be unanimous,' says Cipriana. And with their larger than life natural hair and penchant for bell-bottoms, '70s dresses and oversized, high-waisted pants with crop tops, it's hard *not* to Insta-stalk them. A plethora of brands have cottoned on too and the likes of GAP, & Other Stories and Sunglass Hut have all wanted a piece of the pie via campaigns and collaborations.

TK cites their mother as the person responsible for shaping their style. 'Throughout our lives [she] has carried herself with such elegance, intelligence and beauty that we have learnt that confidence is the best accessory,' she says. And it's this

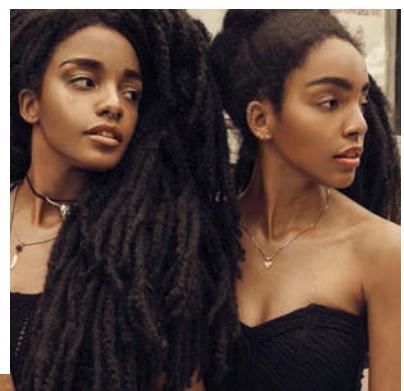


THE QUANN SISTERS AMERICA

urbanbushbabes.com

self-belief, staying humble and unwavering in your thoughts that Cipriana believes keeps their readers engaged. 'People recognise gimmicks, and time is precious for everyone. As a result, authenticity resonates with most people.'

For them, authenticity, in part, means using fashion for a greater purpose, combining style with substance and not being afraid to harness the industry to foster social awareness and female empowerment. Working with brands to create and promote African content is a passion that plays out in their alliance with Studio 189, a platform created by Rosario Dawson and Abrima Erwiah. They produce Fashion Rising, a collection handcrafted in Africa that includes indigo textiles from Mali and batik cloths from Ghana. Their visibility as bloggers enables them to shine a light on issues of sustainability and ethical production that sometimes go unnoticed. 'We provide a more personal and tangible influence that those who love fashion but who are intimidated by the industry can relate to more easily,' Cipriana says.



'WE'RE BEST FRIENDS SO THE QUESTION WAS HOW COULD WE NOT WORK TOGETHER?'

After discussing the possibility of collaborating creatively 'for a long time', professional photographer Noncedo Gxekwa and Nonzuko, the owner of Babycakes Vintage, had an aha! moment. It came when they realised that the fact that they are twins provides them with the perfect hook. As a result, their blog is a written and visual exploration of their experiences as twins; the myths, the joys and the tragedy. Photography, art, fashion and the written word collide in thought-provoking snippets. In one post, 'The Secret Language of Twins', they have been photographed lying on the pavement and dressed in identical denim skirts, white tees, printed head wraps and fuchsia lipstick. The result is an image that speaks of an otherworldly connectedness and which goes perfectly with the post on cryptophasia, the phenomenon whereby twins develop a secret language.

It's this type of content that CarbonCopyTwins is known for; stories about twins with beautiful engaging photographs that inform, entertain and stimulate. Fashion happens to be an unintended outflow. 'We embrace fashion as it complements who we are but we also want to continue the tradition of storytelling and creating contemplative history. We want our blog to go beyond what is current and trending,' they say. Inspiration comes from creatives such as Art Comes First, Oroma Elewa, Amy Sall and Sarah Diouf, not only for their fashion sense but because they produce content that creates a positive image for Africans and a new history that celebrates being black. What's more, they believe that the bond between them helps to push their message: 'Siblings and twins represent the power of working in pairs, with someone who understands you and have the same vision.'

On a personal level, CarbonCopyTwins has encouraged them to find their own voices and style. The risk of becoming a brand slave to monetise their blog is something that concerns them. 'Fashion bloggers are influential but it would be really amazing if our influence could be harnessed to create a sustainable future for the local fashion trade,' they say. For now, Noncedo and Nonzuko want to satisfy their readers' curiosity about twins, and tell a human story, with a view to preserving them with a documentary. □

PHOTOGRAPHS: DIEGO VILAREAL (THE QUANN SISTERS), GEORGE LEGARE (DWOMOHPIER TWINS) AND SUPPLIED / HAIR AND MAKEUP: RICHARD LOWMYER (DWOMOHPIER TWINS)



© @carboncopytwins

CARBON COPY TWINS SOUTH AFRICA

carboncopytwin.tumblr.com



ELLE
.CO.ZA
GO ONLINE
to meet brother
blogging duos making
their mark

'THE BEST STYLE ADVICE IS NEVER TO BE AFRAID OF BEING OVERDRESSED'





It's a sunny winter's morning in Joburg and I'm waiting for Maps Maponyane. Our original date (a girl can dream) was scheduled for two weeks down the line, but when I ask to meet sooner, he happily agrees to work around my schedule. And happiness is at the core of everything that this son of a soccer-legend dad and nurturing academic mom does.

At 25, being Maps is 'surreal,' says the model, actor, creative consultant, MC, entrepreneur and all-round mensch (not necessarily in that order), as he inspects and assesses while settling in for our interview before nodding his approval. I get the sense that he is editing his words but then he mentions that it's been a journey since he had stuttered as a kid, something that I find hard to believe when listening to the calm and confident way he speaks. But that's one of the things that has made Maps the man he is today.

A lover of photography, his Insta-feed is a scrapbook filled with his passions: family, life, work. And you can't mention Maps without talking style ('neo-traditionalist'), which segues from formal

(pristine suits by Tiger of Sweden, Hugo Boss and Tom Ford; the latter being one of his icons) to urban (Afrikan Swiss' denim collection) and hip-hop (no sagging pants here), but always with a twist (today it's cufflinks, printed socks, and an '80s Casio watch he bought in Turkey) and always neat ('That's the obsessive compulsive in me,' he says).

For someone who is comfortable in front of the camera, there are no selfies on his feed. 'I'd get a lot of likes for a selfie, but I don't want to lose myself in the process. I've never taken one of those mirror selfies. Bathroom selfies, that's not me. I'll take detailed shots of what I am wearing but not of my face. I prefer having landscapes and art on my feed. That's what I love.' And it's easy to see why his 76 500 and counting Insta-fans swoon over him. Intelligent, charismatic and good-looking (you can't ignore that), his smile is contagious. Dressed in a buttoned-up white shirt under a light, round-neck brown knit and pants, specs complete his signature look. He owns 10 pairs; four are on high rotation, the others for special occasions. 'Like for a date,' I say. 'No, not a date... okay, yes, for a special date,' he says and his body language is a little guarded, arms folded, not quite sure of what lies ahead, much like his early years at school.

As a boy, Maps was naughty, mischievous, suspended from school three times by the time he was in grade three. The resultant switch from private to government school humbled him. 'It put me in my place very quickly,' he says. When he returned to private school, he was transformed. Bad boy gone good, I observe, and as he agrees

BEING
A
P
S

Some exude style, others deliver substance, but few possess both, says ***Tidi Benbenisti***. Maps Maponyane being a case in point

with that I see a fundamental switch in his body language: his arms unfold, he leans in and there is no hesitation when he speaks.

This is happy Maps, a man who never aspired to be second-generation anything. Soccer is in his DNA but there was no family pressure to emulate his dad. At four, he loved soccer but no matter how well he did, how many goals he scored, his achievements on the field were measured against

his dad's and they were never good enough in other people's eyes. It took him some time to realise that any pressure to be like his dad was strictly external. There was, however, pressure to succeed academically (law, engineering, architecture), but after a gap year he had a change of heart and told his parents of his BA plans (a quadruple major in English, French, media studies and international human rights). He studied, worked and made sure things ticked over. As he still does today.

So who is Maps now? He leans over to show me an illustration which he says captures the essence of who he is. Meet Tom, a free-thinking individual, holding a bunch of red balloons as he floats off, to the amazement of the onlookers. 'I'm Tom... In school, when everyone had everything, my parents focused on getting me the best education and I always went in the opposite direction. I wanted to have fun my way and to establish myself. That's how I've been my entire life. Tom doesn't give a damn. As long as I am not hurting anyone, I'm happy. That's how you get the best



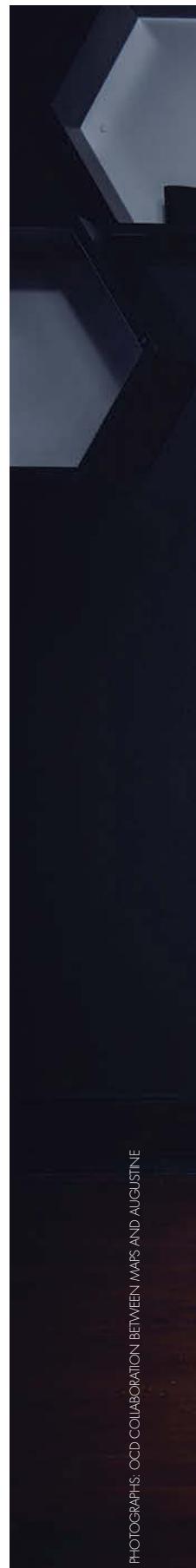
'IF YOU REALLY LOVE WHAT YOU DO AND ARE GOOD AT IT AND PUT A LOT INTO IT, PEOPLE WON'T BE ABLE TO IGNORE YOU'

out of life.' A life that includes creativity, freedom and an exceptionally close friendship with his older brother, Katlego, a pro snow-boarder and an all-round inspiring, supercool person he loves more than his parents. 'That says a lot about my brother,' he notes. Each other's anchors, Maps says his brother gives him hell because he sometimes fails to stop and smell the roses. 'He is a lot more laid-back, takes in everything, he's kind-hearted, destined for massive things, but he loves the simplicity of life. It's a beautiful thing to witness.' And Maps always reminds Katlego that he wants a niece or a nephew – and fast. 'He could ask the same of you,' I say. 'I can't wait to become a father,' reveals Maps.

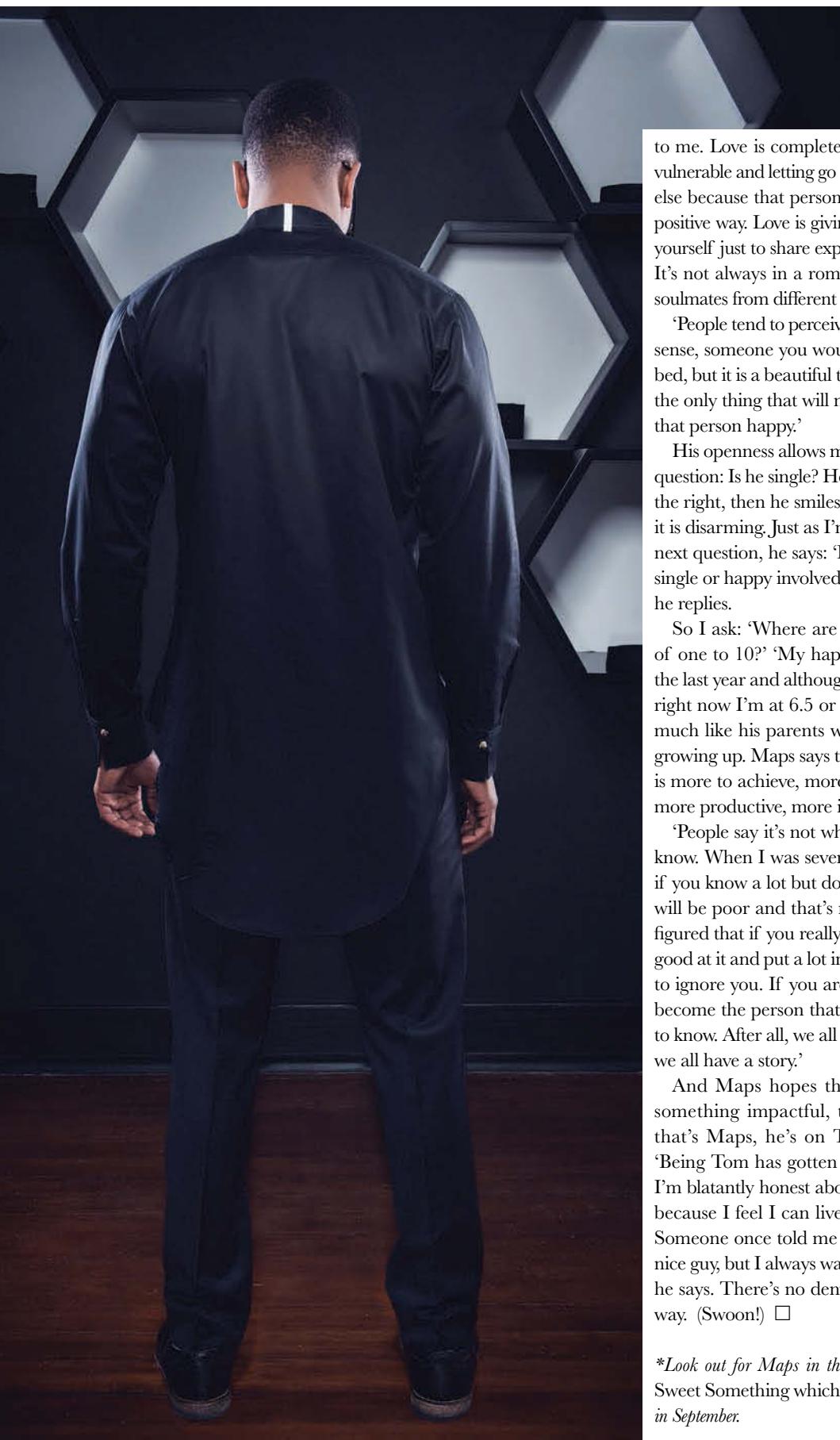
Family centres him, compassion piques his interest, eyes and a smile are the first things that attract him to a woman, and intelligence is not negotiable. He is unpredictable and so is his music selection – underground hip-hop aside – he grew up listening to his parents' favourites, the soul crooners Barry White and Luther Vandross, but there also was Nat King Cole, Frank Sinatra, early U2, Sting, The Police and Depeche Mode. The school choir boy has evolved but now he only sings in the shower or in the car with no-one around – and you won't catch him frequenting a karaoke bar.

He draws inspiration from everywhere, the people who surround him and those he encounters. 'This conversation that you and I are having, I'll take away from it so much more than you realise and it will inspire me,' he says and I blush. 'I've learnt the importance of making time to have a conversation. I have a wider perspective on humans and communication in general, on what we experience, what we are like.' That fascination stems from his inquisitive nature and his upbringing, observing his mom while she studied for her masters in psychology.

He is fascinated by how the human brain works, why people are the way they are, especially women. 'I like how the female mind works, the stresses of husbands, the things that happen in their bodies, all those conversations my mom and her friends used to have in my presence – and that they thought I was oblivious to – impacted my outlook. I learnt that women want someone to listen to them,' he says. A hopeless romantic then? 'I am. Love means many things



PHOTOGRAPHS: OCD COLLABORATION BETWEEN MAPS AND AUGUSTINE



to me. Love is completely allowing yourself to be vulnerable and letting go in the presence of someone else because that person adds to who you are in a positive way. Love is giving and sharing so much of yourself just to share experience with someone else. It's not always in a romantic context; we all have soulmates from different walks of life.

‘People tend to perceive a soulmate in a romantic sense, someone you would marry, your partner in bed, but it is a beautiful thing. Love is knowing that the only thing that will make you happy is making that person happy.’

His openness allows me to ask the million-dollar question: Is he single? He first looks to the left, then the right, then he smiles. For once, he is silent and it is disarming. Just as I’m about to move on to my next question, he says: ‘I’m very happy...’ ‘Happy single or happy involved?’ I ask. ‘I’m really happy,’ he replies.

So I ask: ‘Where are you on a happiness scale of one to 10?’ ‘My happiness has increased over the last year and although I’ve had ups and downs, right now I’m at 6.5 or 7.’ He is hard on himself, much like his parents were on him when he was growing up. Maps says this is rightfully so, as there is more to achieve, more to learn. He wants to be more productive, more inspired and inspiring.

‘People say it’s not what you know, it’s who you know. When I was seven, I asked my dad, “What if you know a lot but don’t know any people? You will be poor and that’s not fair.” In high school I figured that if you really love what you do and are good at it and put a lot into it, people won’t be able to ignore you. If you are all those things, you will become the person that the who you know wants to know. After all, we all want to be heard, because we all have a story.’

And Maps hopes that his story will include something impactful, that people will say, yes, that’s Maps, he’s on TV but he also did this. ‘Being Tom has gotten me to where I am today. I’m blatantly honest about things and I am happy because I feel I can live with myself more easily. Someone once told me I’ll never make it being a nice guy, but I always wanted to make it being me,’ he says. There’s no denying that he is well on his way. (Swoon!) □

**Look out for Maps in the romantic comedy Tell Me Sweet Something which is scheduled to open in cinemas in September.*

ELLE
.CO.ZA

GO ONLINE
for Maps' current hits
and picks

LIVES, TRAINs AND LOCOMOTIVES

Trains are not only vehicles that take us from *Point A to Point B*. Throughout Africa's history, they also find their way into different art forms.

Ntombenhlle Shezi takes a look



Growing up in Soweto, I lived near the train station and the long yellow, purple and grey Metrorail trains were a part of everyday life. Early in the morning one was sure to hear the sound of a train coming down the tracks to pick up the first passengers from Naledi Station, through to Kwezi, Dube and Langlaagte stations, eventually ending at Park Station, and repeating the same trip in the opposite direction in the afternoons and evenings. With each departure or arrival people would rush in and out of the station, hoping to make it to work on time or back home before dark.

The first railway in Africa was built in Egypt in 1855 and ran between Cairo and Alexandria. The first steam-train trip in South Africa in 1860 was considerably shorter and travelled between Durban's Dr Pixley KaSeme Street (then West Street) to the Point to transport materials for the construction of the harbour. After the discovery of diamonds in Kimberly in 1866, railways soon criss-crossed the country.

Once the so-called Scramble for Africa, the period between 1881 and 1914 when European countries rushed to colonise Africa, took off, railways were built all over the continent and became central to Africa's development. It is therefore easy to see why African artists frequently use trains as a metaphor.

Senegalese writer and the father of African cinema, Ousmane Sembène, does so beautifully in his 1960 novel, *Les Bouts de Bois de Dieu* (*God's Bits of Wood*). In it he tells of the Dakar-Niger railway strike of 1947/8 when workers demanded better conditions, transforming the train into a symbol of imperialism and the strike into a symbol of resistance and the start of the nationalist movement in Senegal.

I have always been fascinated to read descriptions of people moving in and out of train stations in a way that I knew in the early works of writers like Can Themba, Nadine Gordimer and Athol Fugard. In music, there are also beautiful songs by Miriam Makeba (*Choo Choo Train*), Bob Marley (*Train to Zion*) and Gladys Night and The Pips (*Midnight Train to Georgia*).

A little closer to home Hugh Masekela released *Stimela* in 1974. 'Stimela' is the Zulu word for steam train and the lyrics speak of the struggle of mine workers and the terrible conditions they worked under: 'There is a train that comes from Namibia and Malawi/There is a train that comes from Zambia and Zimbabwe/There is a train that comes from Angola and Mozambique/from Lesotho, from Botswana, from Swaziland/From all the hinterland of Southern and Central Africa/This train carries young and old/African men who are conscripted to come and work ... 16 hours or more a day for almost no pay.'



Even today, one cannot think of Joburg as the City of Gold without thinking of the labour it was built on. Without thinking of the trains people took to get there in search of jobs and opportunities, leaving their families in search of something better.

James Ngcobo, artistic director of the Market Theatre Foundation, and Masekela co-wrote and co-directed *Songs of Migration*, a musical tribute to the great songs of migrant workers across the African continent. Having grown up in Durban before moving to Joburg, Ngcobo sees the city as a collage of the narratives of the people who had come there from all over Africa. 'The train was just one of the things that connected everyone who had left their homes, families and security to come to this imagined utopia,' he says.

Ngcobo was further inspired by Harriet Tubman, a former African-American slave, who had escaped and helped hundreds of slaves do the same through the Underground Railroad, a network established to help slaves escape in 19th century America. Like Masekela, he sees the train as a metaphor and a point of connection between people. As a result, *Stimela* features prominently in *Songs of Migration* in which the train is a symbol of freedom.

Filmmaker Sara Blecher uses trains to engage with the idea of freedom from a different perspective. 'I grew up in Johannesburg and New York. In New York you take the train everywhere. In the city, the train is a meeting place for everyone, whether you are a homeless man or a business executive. This is where so many worlds collide,' she says. The idea for the acclaimed *Otelo Burning*, a coming-of-age film which she shot and directed, came to her after seeing young surfers walking to the beach: 'I would see young boys walking from Lamontville in Durban along the train tracks to the sea where they would surf. The whole thing excited me.' She too sees trains as a symbol of transition, and *Otelo Burning* plays out in the early '90s, a volatile period of transition in our country.

In her 2010 documentary *Surfing Soweto*, Blecher explores the dangerous pastime of train surfing by boys from Soweto. 'I had read in the newspaper about security guards who had gone on strike at some of the stations, which led to a spike in train-surfing deaths.' Trying to understand why young people were willing to risk their lives, she got to know a few and taught them to use a camera. The film provides a window on their lives, highlighting the circumstances that motivate them to express themselves by riding trains. 'When the conditions of your life are so hard, it does not feel like there is a big jump to death. These guys have people dying around them all the time,' she says, adding that the

documentary was filmed at the height of the HIV/Aids pandemic in the mid 2000s.

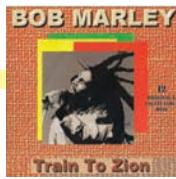
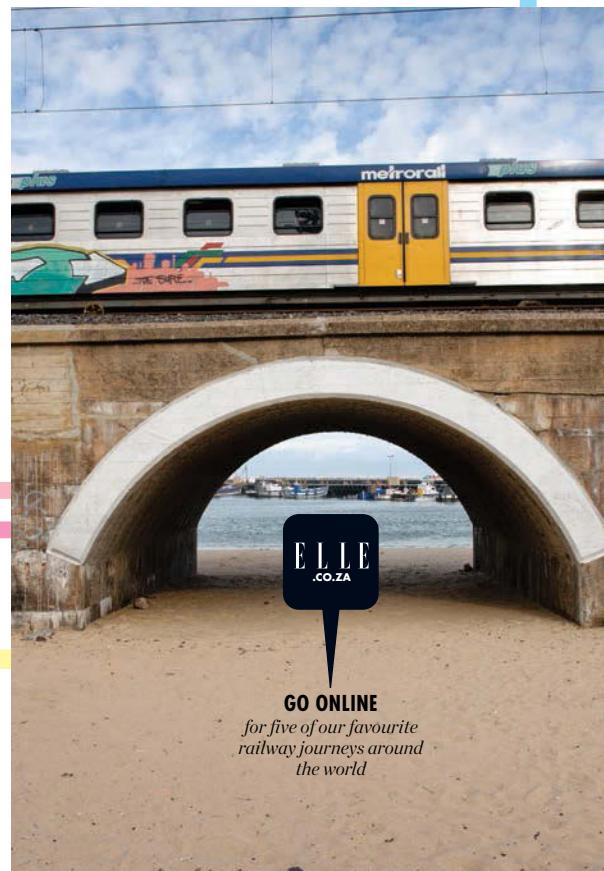
Blecher also sees train surfing as something that allows boys to assert their masculinity. 'Besides being an act of rebellion, surfing trains is a beautiful form of artistic expression. You have to be strong and fit to do it. You need to get your timing right. It is almost like ballet,' she says.

Decades before, this concept was echoed in the name of *Staffrider* magazine. A South African arts and culture publication that first appeared in 1978, it took its name from the then word for train surfers: staffriders. The founding of the magazine was a direct result of the suppression of the Black Conscious Movement after Steve Biko's death the year before.

At a time when the South African media was segregated and censored, and the country was living through one of the most turbulent periods in its history, *Staffrider* took a non-racial editorial stance and published work by writers such as Gordimer and Ivan Vladislavic, illustrators like Dikobe Ben Martins and photographers like Omar Badsha. It had a policy of self-editing and self-distribution, and this made it difficult for the state to clamp down on its production.

The train was never far from the magazine's content and Naledi Station appeared on one of its early covers. The short stories it published frequently featured trains and people in transit between the township and the city. As staffriders were seen as daredevils, such connotations of illegality and risk-taking were exactly what the magazine was about.

'Trains are such a part of daily life,' says Blecher, which is perhaps why they have different meanings for different people, be it as a symbol of a real or metaphoric transition, a quest for freedom, a vehicle for expressing yourself or simply to get where you need to go. □



ALL ABOUT



Whether a spur of the moment impulse or a carefully considered decision, the ELLE team talks *getting inked*

I love it, and I am not afraid of growing old with it. It is part of me'

I first considered getting inked after leaving high school but every time, just as I was about to, the thought of the pain and what my mother would think put me off. Tattoos are a long-time commitment and I didn't want to get a symbol that would be totally devoid of meaning or something that would make me cringe years later. I guess I could say I put a lot of thought into it. On my 23rd birthday I decided to get an image of Africa etched on my back. Through the years I had become more and more inspired by our continent and felt like this would not only represent that, but also my personal pan-African values as well as my strong desire to do work that speaks to my love of being

African. Although I do not think about it too deeply now, those values have pretty much remained the same.

When I arrived at the studio, I remember being very nervous especially since I am someone who winces at the prick of a pin. Weirdly enough, the buzz on my skin put me in a slightly meditative lull and before I knew it the whole ordeal was over.

I do wish people would be less invasive when it comes to touching (usually without asking) my back and asking questions about my tattoo. It is mine, after all. But after all these years I love it, and I am not afraid of growing old with it. It is part of me. It is such a cliché but tattoos are kind of addictive. I will definitely be getting more.

– NTOMBENHLE SHEZI, FASHION AND FEATURES ASSISTANT



I did not want that tattoo with my whole heart but I didn't want my friends to think that I loved them a little less because I didn't'

I was 21 when six of us, a group of inseparable girlfriends, decided to seal our friendship with a permanent mark on our skin. Somehow I couldn't come to grips with the idea of a tattoo but played along for most of the preparation – choosing a quote ('just won't leave your side'), the font (one of the girls' handwriting), the tattoo artist and the placement. I did not want that tattoo with my whole heart but I didn't want my friends to think that I loved them a little less because I didn't. I thought that I'd have my tattoo done on the lower part of my skull and grow my hair over it. I liked the idea of having a tattoo for myself, without being visible to the world.

As my friends got inked, one after the other, I took pictures and smiled away. Only at the very end did the tattoo artist ask if I had considered getting a less visible tattoo, in white ink. White ink? I didn't even know that white ink existed. On the spur of the moment I ended up inking an infinity symbol on my ribcage: small, hardly visible and, well, different. It still symbolises the love for and commitment to my friends I had but I know that I had my tattoo done on my own terms.

– MAYBE CORPACI, JUNIOR BEAUTY EDITOR

'I admire my sister and can understand her conviction in getting that tattoo in that precise spot'

Tattoos, for the most part, were never of interest to me but my sister did not have the same inclination to stay away from them. We are different in many ways but this is one thing I never expected us to differ on. That said, I had never imagined that her love interests would one day be another woman. While a first-year at varsity, she decided to go against my dad's wishes and get a tattoo to mark a significant event in her life, a moment that she would want to be reminded of always. When she opened up about being lesbian, she had the word 'courage' tattooed on her wrist as a constant reminder of the strength it took to come out. My parents were at first outraged (mostly about the fact that the tattoo was on her wrist rather than somewhere less conspicuous). I admire her and can understand her conviction in getting her tattoo in that precise spot. I also like the look of ink on others but have never come across an image or saying that I would want to have on my body permanently, perhaps because I haven't yet been through anything that I would want to be reminded of constantly. My skin therefore remains a blank canvas. For now.

– NICOLE NEWMAN, JUNIOR FASHION EDITOR

'I might not like the look of them very much but I certainly don't hate them and they make me me'

Tattoo 1: I was 14 years old and going through a skater phase. The belly-button piercing and self-pierced ear cuff weren't enough. I had to have a tattoo. My parents had given up, washed their hands of my teenage angst and palmed me off on my aunt.

If I were to get inked, she had to go with me, they said. I decided on a butterfly, like every other girl growing up in the '90s, but to give mine the edge, I convinced my aunt to sketch it on paper for the tattoo artist. It needed to be my creation, an original. Murphy's Law, the man to give me ink was a bearded old hippy from Muizenberg with questionably steady hands. The butterfly doodle ended up looking most unimpressive, like a giant flying ant stamped on my lower back. I didn't like it from day one.

Tattoo 2: Five buckets of Mekong whisky mixed with medicine bottles of ephedrine-filled vodka later, I plonked myself in the D-day chair and offered up my wrist. Somewhere in the hedonistic haze of Koh Phangan's full-moon party, my boyfriend and I thought it would be smart to have our names tattooed on each other in Sanskrit, dotted into our skin with a long thin bamboo stick, the traditional tattoo method in Thailand. I might have fancied myself an Angelina Jolie or Victoria Beckham but the next day I woke sick to the stomach. It was a combination of head-splitting hangover and feelings of sheepishness. The boyfriend and I did not last. But not a single part of me regrets either of my tattoos. I might not like the look of them very much but I certainly don't hate them and they make me me. They reflect integral identity markers in my life, times that shaped me and experiences that helped me grow into the woman I am today. Besides, life is far too short to get hung up over a tattoo.

– HOLLY MEADOWS, ASSISTANT EDITOR: DIGITAL

'I don't see my tattoos every day but when I do I am reminded of hardships, happiness and lessons learnt'

I have four tattoos, some visible and some hidden. All were done in black ink only and are very simple, clean and deeply personal. I got the first two when I was 21. I had gone through a great change in my life and they symbolise that. My ribcage tattoo is the word 'hope' surrounded by a few dandelion seeds blowing in the wind. It reminds me to keep pushing through the very worst of times. The other is my grandmother's initial in her handwriting on my ankle.

A few years later, I completely fell in love with India on a work trip and have the Hindi script for 'shanti' (serenity) on my wrist. It is my favourite word in all the languages I've ever encountered. The fourth was a very bold choice: 'jaaneman', an Urdu word meaning 'piece of my soul', tattooed down the back of my arm, just above the elbow.

My tattoos were done in two sittings. I didn't know whether I'd be brave enough for four sessions so, once I'd built up the courage, I went all in.

I don't see my beautiful tattoos every day because of where they are but when I do, I am reminded of hardships, happiness and lessons learnt, and that I'm rather tough, having sat through two sessions of two tattoos each.

– JENNA MAREE KIPLING, FASHION INTERN □

ELLE
▪ BOSS ▪
2015



Veuve Clicquot
REIMS FRANCE

a woman OF SUBSTANCE

Entrepreneurial spirit, tenacity and vision are essential to any woman's business path. *Madame Clicquot*, who revolutionised the champagne industry at a time when women had no say, was a force to be reckoned with. Inspiring women the world over to seek out opportunities and *make their mark*, she is a *business icon* to be lauded

Long before Madonna donned a pinstriped suit and called on women to express themselves or French couturière Elsa Schiaparelli turned women's fashions upside down with her bold and often brazen designs, there was Barbe-Nicole Ponsardin. A brilliant businesswoman who defied the bourgeois conventions of 19th century France, she revolutionised the champagne industry through her relentless pursuit of the very best and by refusing to settle for anything but the finest.

Barbe-Nicole's story, as far as we're concerned, begins in 1798 with her wedding to François Clicquot. It is not known whether the couple sipped bubbly on the occasion but it does seem prophetic that their nuptials took place in a cellar. That same year, François joined his father's winemaking business and the young Madame Clicquot began watching and learning. (François was no follower himself and it was he who came up with the idea of bottling wine instead of selling it in bulk in barrels.)

In time, the couple welcomed a baby daughter and life was *magnifique*. Then, at the age of 27, Barbe-Nicole found herself a widow. She could have chosen





'MADAME CLICQUOT WAS KNOWN TO TAKE COPYCATS TO COURT: SHE UNDERSTOOD LUXURY AND WHAT DEFINES IT. AT THE TIME OF HER DEATH, MADAME CLICQUOT HAD REVOLUTIONISED THE WAY CHAMPAGNE IS MADE FOREVER'

a life of domesticity or a second marriage, but François' death sparked her entrepreneurial spirit: she was determined to make her husband's dream to take their wine beyond France's borders into a reality. And so the widow (*veuve* in French) began her journey by convincing her father-in-law to let her take over the business. It was an extraordinary move that put her at the forefront of a male-dominated industry, her status as widow possibly counting in her favour as widows were the only women allowed to take charge of their own affairs at the time.

Her first years at the helm of Veuve Clicquot Ponsardin were nothing short of dreadful and sales dropped from 60 000 to 10 000 bottles per year. The business was on the verge of bankruptcy. To make matters worse, the Russian tsar placed an embargo on French bottled wine in 1812. Despite this, she continued working to create perfectly clear champagne and, together with cellarmaster Antoine-Aloys de Muller, perfected the art of riddling whereby bottles are tilted in racks and rotated to clarify it, a process still in use today.

When Napoléon was exiled in 1815, the map of Europe was redrawn and the continent had reason to celebrate – with champagne. Because demand was high, there were imitators and Madame Clicquot was known to take copycats to court: she



understood luxury and what defines it. As a result, the *maison* began putting an anchor – as a symbol of hope for entrepreneurs who have faith in their businesses – on its corks in 1798. To make it even more recognisable, a green wax seal was added.

At the time of her death in 1866, 750 000 bottles of Veuve Clicquot were sold annually and Madame Clicquot had revolutionised the way champagne is made forever. To honour her vision and to help pay it forward, Veuve Clicquot Ponsardin established the annual Veuve Clicquot Businesswoman Award in 1972 and has been recognising women who share Madame Clicquot's entrepreneurial spirit, vision and determination for over 40 years.

Vive la grande dame de la Champagne! □



ELLE
.co.za

GO ONLINE
to enter the 2015 ELLE
Boss competition

'SHE REVOLUTIONISED THE CHAMPAGNE INDUSTRY THROUGH HER RELENTLESS PURSUIT OF THE VERY BEST AND BY REFUSING TO SETTLE FOR ANYTHING BUT THE FINEST'





CLOSET CONFIDENTIAL

TSHEPI VUNDLA

If fashion is for the fearless, then *Tshepi Vundla* comes at it from all fronts. *Ntombenhle Shezi* takes a peek inside her closet

@TshepiVundla

@tshepivundla

18
PAIRS OF SUNGLASSES

BEANIES

16



Scrolling through Tshepi Vundla's Instagram feed, an exhibition of her daily style choices, you are likely to come across comments such as 'So Bae' and 'Queen of Slay'. Standing tall with a killer smile (compliments of MAC's Cyber shade), it is not hard to understand why she is the style crush of many.

Born and bred in Joburg, the model and stylist is fast becoming a familiar face. Having worked with brands like Brutal Fruit and Rimmel, Tshepi, who won Woolworths' Style by SA competition last year, is one of the faces of the retailer's autumn/winter 2015 campaign.

She also runs Twelve12, her wardrobe-organising and styling company that has its origins in her obsession with keeping her own closet neat and orderly. After just a year in business, it is already attracting an exclusive clientele. Before launching Twelve12, a love of fashion saw her trying out different things, including studying fashion design at LISOF. 'I soon realised that I was not good at pattern-making and sewing, and turned to styling instead,' says the 24-year-old. Having 'turned to styling,' she has worked with local hip-hop artists such as Maggs, L-Tido and Reason.

While Tshepi has built up an enviable wardrobe, she admits that finding her own style has been something she's had to work at. 'I recently dug up a picture of myself as a teenager. I was wearing a tilted Billabong trucker hat, turquoise tank top, skater skirt and *bad* sneakers,' she laughs. Nowadays she prefers more refined choices and describes her style as 'chic and sexy'. She says that she takes inspiration from Victoria Beckham, who she admires not only for her style but for the balance the designer strikes between career and motherhood. Locally, she loves Bonang Matheba's ability to 'flit between casual and eveningwear with ease'.

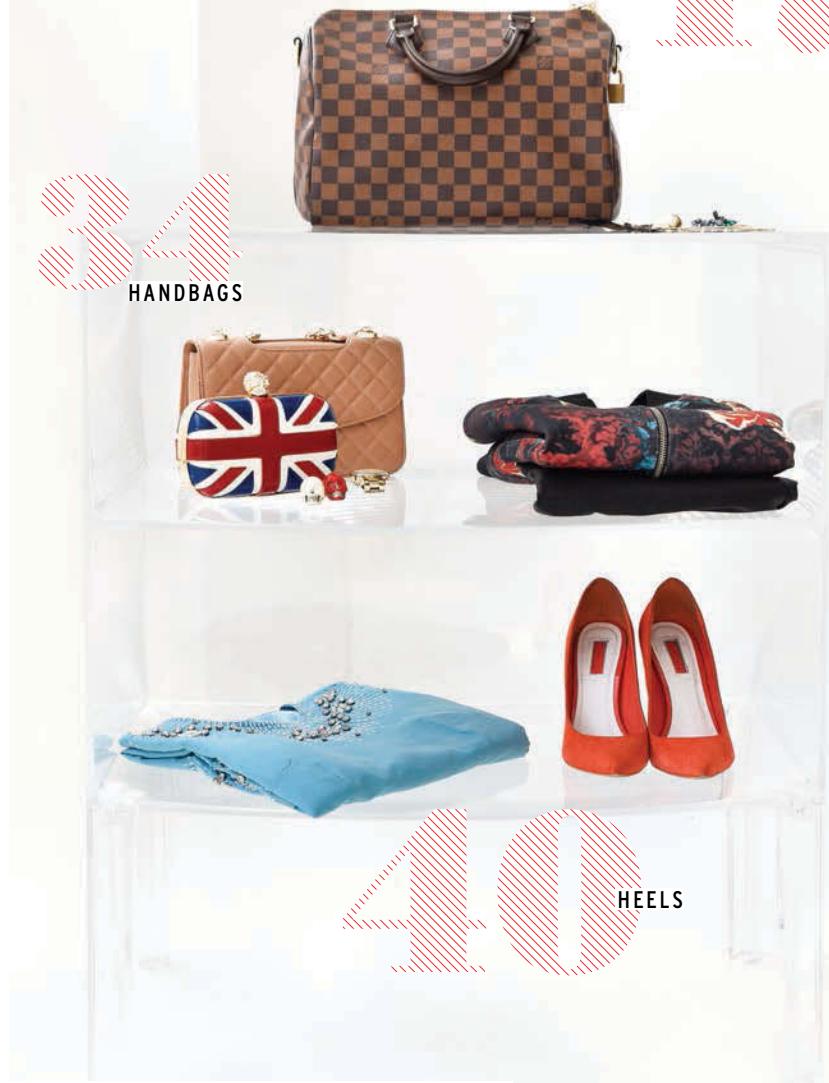
Her denim collection, specifically her skinny and boyfriend cuts – 'I don't remember a time before they existed!' – is her favourite. Other prized wardrobe items include her handbags, most of which are Louis Vuitton. Her love affair with LV began 10 years ago, at the age of 14, when her mother gave her a Monogram clutch with a gold chain. Her closet also houses a mean shoe selection and pride of place goes to a pair of dark brown patent-leather Louis Vuitton peep-toes in the label's signature Damier canvas. 'They are super high and make me feel really fancy, classy and sexy,' she says. Tshepi recently began collecting sneakers and owns an envy-inducing pair from the Adidas Superstars Supercolor range.

Since she is representing Woolworths, the question of her top Woollies picks came up. Their zip-up skinnies, statement sweaters and pleated wide-legged black pants all make the Tshepi grade.

CAPS & HATS



34
HANDBAGS



400
HEELS

She loves travelling and mentions recent travels to fashion capitals like Paris, London and Barcelona. But it's Bangkok that stood out and inspired her most with its mixture of high-end and low-end fashion stops. Equally exciting were the city's fleamarkets that sell clothes with patterns and designs she had never seen before as well as cuts that are perfect for her petite figure *and* eye-catching accessories, beanies, headgear and sneakers in every colour you can think of.

But the fashion memories are not all Tshepi brought back from Bangkok. It's the city where, after a nine-hour shopping spree, her fiancé proposed. Although they haven't decided on a wedding date, she has given the dress some thought: 'I have my eye on Keys Fashion. They really impressed me with their spring/summer 2015 collection at SA Fashion Week earlier this year.' □

80
SNEAKERS

ELLE
.co.za

GO TO ELLE.co.za
for Tshepi's top five
tips on organising
your wardrobe

INSTANT ACCESS
TO EVERY ISSUE OF ELLE
- BUY IT NOW!



GO TO **ELLE.CO.ZA** NOW 

p74 THESE STREETS p84 MOVE! p94 ACCESSORIES

ELLE FASHION

#STRIKEAPOSE

Let your style express your attitude and make
every camera click count!

THESE STREETS

She's a go-getter, head-turner, look-at-me kind of girl – with the city as her backdrop, there's nothing to break her stride

fashion NICOLE NEWMAN
photography AMY SCHEEPERS





Knit, R999, Witchery; skirt, R759, Zara; earrings, R5400, Louis Vuitton

OPPOSITE
Knit, R7519, Burberry; skirt, R809, Topshop; textured coat, R4999, Day Birger et Mikkelsen; earrings, R5400, Louis Vuitton; boots, R1550, Castelo





Reversible coat, R16 995,
Clover Canyon at
Callaghan; houndstooth
wrap, R299.95, Busby at
Stuttafords; ankle boots,
R999, Zara; earrings,
R5 400, Louis Vuitton

OPPOSITE
Trench coat, R4 999,
Habits; dress, R559,
Zara; beanie, R399,
Country Road; shoes,
R3 700, Chiara Ferragni
at Catherine Gaeyla;
handbag, R15 090,
Longchamp



Dress, R11 999, Victoria Beckham at Studio 8; rain jacket, R889, Topshop; sneakers, R12 500; Dolce & Gabbana at Catheryne Gaeyla

OPPOSITE
Dress, R7 999, Isabel Marant at Studio 8; knit (worn around waist), R1 499.95, Ted Baker at Stuttafords; cropped jacket, R1 199, Mango; handbag, R32 550, Burberry; earrings, R5 400, Louis Vuitton





Knit, R10600, Kenzo
at Catheryne Gaeyla;
earrings, R5400,
Louis Vuitton

OPPOSITE
Knit, R599, Mango; boxy
top, R7 600, Kenzo at
Catheryne Gaeyla; pants,
R659, Zara; spectacles,
R1 799, Retrosuperfuture;
handbag, R53 500,
Louis Vuitton; platform
brogues, R1 999, Zara





Embellished sweater,
R4 999, Tiger of Sweden;
trousers, R7 600, Kenzo
at Catheryne Gaeyla;
reflector sunglasses,
R2 500, Carrera at
Sunglass Hut; earrings,
R5 400, Louis Vuitton



ELLE
.co.za

GO ONLINE
for behind-the-
scenes pics

Short trench coat,
R27 990, Burberry;
pants, R659, Zara;
earrings, R5 400, Louis
Vuitton; straw ZwaZwa
backpack, R1 900,
Pichulik; sneakers,
R999, Adidas

MOVE

FASHION TARRYN OPPEL
PHOTOGRAPHY LUKE KUISIS



GET DYNAMIC OR KEEP IT COOL IN THE
WORLD'S FAVOURITE FOOTWEAR



Mieke wears: Dress, R1 399; Witchery; bomber jacket, R2 999; G-Star Raw; sneakers, R1 599; Pharrell Williams for Adidas at Shefflife. Jesse wears: T-shirt, his own; bomber jacket, R2 499; and pants, R2 799; both G-Star Raw; sneakers, R1 399; both G-Star Raw; sneakers, R1 399; Rita Ora for Adidas; sports bra, R499; Rita Ora for Adidas; biker jacket, R5 999; Calvin Klein; skirt, R1 299; Witchery; sneakers, R1 399; Asics



Knit vest, R599.95, Jorge at Stuttafords; bomber jacket, R1 200,
Augustine leather pants, R24 999, Victoria Beckham at Studio 8;
sneakers, R2 999, Tiger of Sweden



Denim jacket, R659, Zara; sneakers, R2399, Diesel





Triangle bra, R70495, Hanky Panky at Stuttafords; blazer, R15 990, and pants, R8 390, both Burberry; bucket hat, R400, TwoBop; sneakers, R1 600, Puma



T-shirt, R150, Thesis; blazer, R1399, Mango; skirt, R559, Zara;
sneakers, R1800, Superga



↙ ↘ ↘
Sunglasses, R1680. Ray-Ban at Sunglass Hut, dress, R849,
tart. Adidas Superstar 80s sneakers, R1999, Topshop



Mieke wears: Bodysuit, R899, Adidas; coat, R3 499, Witchery.
Sneakers, R1 099.95, Converse. Jesse wears: Windbreaker, R1 199,
Adidas; track pants, his own; sneakers, R899.95, Nike



↙ ↘ ↙

Jumpsuit, R1 299, Topshop; New Era cap, R490, and Nike
Huarache sneakers, R1 299, both Shelflife



Knit: R1299, Witchery; dress, R799, Adidas; sneakers, R3500, Hugo Boss



Snack time

FROM BOOTS TO BAGS AND EVERYTHING IN BETWEEN - FEAST YOUR EYES ON
OUR LITTLE ACCESSORY TREAT

R179.95, TED BAKER AT STUTTAFORDS



R6380, MAX MARA



R5790, LONGCHAMP



Chini
Slings



R12750, BURBERRY

R1299, PETITE JOLIE



CARRY ON



R1199, RIVER ISLAND



BACKPACKS

R499, FOREVER 21



R649, ZARA



R149, MRP



R299.95, BOO RADLEY
AT STUTTAFORDS

top handle

R299, CALVIN KLEIN



R8395, MICHAEL KORS
AT CALLAGHAN



R17750, BURBERRY

GRAB HOLD OF
THESE, FROM BLUSH
TOP-HANDLE BAGS TO
BASIC BLACK BACKPACKS



21
clutches

OH!
HOLD-ALL
TOTES

R2 999.95, BOO RADLEY
AT STUTTAFFORDS



High-Tops



Loafers



WALK

THIS WAY

THIGH HIGHS



FROM LOOK-AT-ME
LOAFERS TO TAKE-ME-
OUTSIDE BOOTS ☀ STEP
UP IN ANY OF THESE!

THIS WAY

OUTDOOR





R10 500, ISABEL MARANT AT STUDIO 8

Gloves



R1 195.95, TED BAKER AT STUTTAFFORDS



R699, DUNE



R249, FOREVER 21



R799, ACCESSORIZE

R699.95, PRINGLE OF SCOTLAND



EXTRAS

TICK-TOCK



(CLOCKWISE) R5 499, MARC BY MARC JACOBS AT S. KEREN WATCH GROUP; R2 399, OLIVIA BURTON AT SUPERBALIST; R32995, TAG HEUER AT PICOT & MOSS; R2 795, GUESS AT AMERICAN SWISS; R2 499, FOSSIL AT AMERICAN SWISS



Tinted Sunnies

R4 660, GARRETT AT EXTREME EYEWEAR (LEFT)
R2 099, RETROSUPERFUTURE (RIGHT)



R1 770, MARC BY MARC JACOBS AT SAFILO



R2 060, MAX&CO. AT SAFILO



R6 440, BALENCIAGA AT SDM EYEWEAR

R349, COUNTRY ROAD



R129, ZARA



R229.95, ELEMENT



R89, COTTON ON



R279.95, ALL ABOUT EVE



IT'S THE LITTLE THINGS
THAT MATTER MOST
THIS IS HOW TO FINISH
IT ALL OFF



R599, ACCESSORIZE

Scarves



R225, OLD KHAKI



R599, OLD KHAKI



R999, HABITS





PHOTOGRAPHS: SEBASTIEN ROHNER / STYLING: ANDRÉ WEPNER AT THE PLEIOLounge / FASHION DIRECTOR: TARRIN OPEL / JUNIOR FASHION EDITOR: NOELIE NEWMAN / FASHION INTERN: BOELO CHABAABA, JENNAWAEE, LIPING AND MICHELLE VAN DER WESTHUIZEN

BEANIE, R269, TOPSHOP

COMPETITION

ELLE

WIN

ONE OF 16 LANCÔME
HAMPPERS VALUED AT
R2 774 EACH!

YOU COULD BE ONE OF 16 LUCKY
READERS TO WIN A **LANCÔME**
BEAUTY HAMPER VALUED AT **R2 774**.



Luxury French cosmetics house Lancôme understands that quality skincare and perfume enhance a woman's confidence, elegance and style. Its products have been internationally acclaimed since it was founded in 1935 and now, in honour of its 80th anniversary, you could win the ultimate hamper of iconic Lancôme beauty products.

Each hamper, valued at R2 774, includes a: Lancôme La Vie Eau de Parfum (50ml); Lancôme Rouge in Love lipstick; Lancôme Visionnaire CX Fluid and lastly, the winner of the ELLE Beauty Awards 2015 in the Mascara category, Lancôme Grandiose Mascara.

TO ENTER, SMS 'ELLELANCOME' followed by your full name and physical and email address to 34975. Each SMS costs R1.50.
Entries close on 31 July 2015. For full terms and conditions, turn to the Address Book.

ELLE BEAUTY

LONDON STREET
Crabtree & Evelyn Ottoman Rose EdP, R2 200 for 100ml

NEW YORK AVENUE
Clinique Pop Lip Colour + Primer in Melon Pop 05, Grape Pop 16, Punch Pop 10 and Wow Pop 11, R280 each

VIA MILANO
Giorgio Armani Si EdT, R995 for 50ml

RUE DE PARIS
Dior Diorskin Nude Air Serum Foundation SPF25, R695; Bronzing Powder, R685; and Loose Powder, R740

HIGH-STREET BEAUTY

What do London, Paris, New York and Milan have in common? They're four of our favourite beauty capitals

B E A U T Y

AND THE CITY

PARIS, LONDON, NEW YORK, MILAN... THESE CITIES ARE
NOT ONLY WHERE FASHION LIVES, SOME OF OUR FAVOURITE
BEAUTY PRODUCTS HAVE THEIR HOMES THERE TOO

by MAYBE CORPACI
photography SÉBASTIEN ROHNER





PARIS JE T'AIME

1. Clarins Instant Light Lip Comfort Oil in Honey 01 and Raspberry 02, R250 each
2. Nuxe Huile Prodigieuse Body Oil, R595
3. Dior Miss Dior EdP, R1 230 for 50ml
4. L'Occitane en Provence Almond Milk Concentrate, R480
5. Lancôme Absolue Sublime Regenerating Oleo-Serum, R2 150
6. Chanel Chance Eau Vive EdT, R1 095 for 50ml

LONDON CALLING

1. Rimmel Glam'Eyes Quad Eye Shadow in Beauty Spells, R100
2. Burberry Brit Rhythm For Her Floral EdT, R1185 for 100ml
3. Toni&Guy Classic Medium Hold Hairspray, R120
4. The Body Shop Honey Bronze Face Gel, R120, and Highlighting Dome, R150
5. Jo Malone Lime Basil & Mandarin Shower Oil, R640
6. Crabtree & Evelyn Crabapple and Mulberry Triple Milled Soap, R180





3



4



5



6





1

2

3

NYC

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

145

146

147

148

149

150

151

152

153

154

155

156

157

158

159

160

161

162

163

164

165

166

167

168

169

170

171

172

173

174

175

176

177

178

179

180

181

182

183

184

185

186

187

188

189

190

191

192

193

194

195

196

197

198

199

200

201

202

203

204

205

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

228

229

230

231

232

233

234

235

236

237

238

239

240

241

242

243

244

245

246

247

248

249

250

251

252

253

254

255

256

257

258

259

260

261

262

263

264

265

266

267

268

269

270

271

272

273

274

275

276

277

278

279

280

281

282

283

284

285

286

287

288

289

290

291

292

293

294

295

296

297

298

299

300

301

302

303

304

305

306

307

308

309

310

311

312

313

314

315

316

317

318

319

320

321

322

323

324

325

326

327

328

329

330

331

332

333

334

335

336

337

338

339

340

341

342

343

344

345

346

347

348

349

350

351

352

353

354

355

356

357

358

359

360

361

362

363

364

365

366

367

368

369

370

371

372

373

374

375

376

377

378

379

380

381

382

383

384

385

386

387

388

389

390

391

392

393

394

395

396

397

398

399

400

401

402

403

404

405

406

407

408

409

410

411

412

413

414

415

416

417

418

419

420

421

422

423

424

425

426

427

428

429

430

431

432

433

434

435

436

437

438

439

440

441

442

443

444

445

446

447

448

449

450

451

452

453

454

455

456

457

458

459

460

461

462

463

464

465

466

467

468

469

470

471

472

473

474

475

476

477

478

479

480

481

482

483

484

485

486

487

488

489

490

491

492

493

494

495

496

497

498

499

500

501

502

503

504

505

506

507

508

509

510

511

512

513

514

515

516

517

518

519

520

521

522

523

524

525

526

527

528

529

530

531

532

533

534

535

536

537

538

539

540

541

542

543

544

545

546

547

548

549

550

551

552

553

554

555

556

557

558

559

560

561

562

563

564

565

566

567

568

569

570

571

572

573

574

575

576

577

578

579

580

581

582

583

584

585

586

587

588

589

590

591

592

593

594

595

596

597

598

599

600

601

602

603

604

605

606

607

608

609

610

611

612

613

614

615

616

617

618

619

620

621

622

623

624

625

626

627

628

629

630

631

632

633

634

635

636

637

638

639

640

641

642

643

644

645

646

647

648

649

650

651

652

653

654

655

656

657

658

659

660

661

662

663

664

665

666

667

668

669

660

661

662

663

664

665

666

667

668

669

670

671

672

673

674

675

676

677

678

679

680

681

682

683

684

685

686

687

688

689

690

691

692

693

694

695

696

697

698

699

700

701

702

703

704

705

706

707

708

709

710

711

712

713

714

715

716

717

718

719

710

711

712

713

714

715

716

717

718

719

720

721

722

723

724

725

726

727

728

729

720

721

722

723

724

725

726

727

728

729

730

731

732

733

734

735

736

737

738

739

730

731

732

733

734

735

736

737

738

739

740

741

742

743

744

745

746

747

748

749

740

741

742

743

744

745

746

747

748

749

750

751

752

753

754

755

756

757

758

759

750

751

752

753

754

755

756

757

758

759

760

761

762

763

764

765

766

767

768

769

760

761

762

763

764

765

766

767

768

769

770

771

772

773

774

775

776

777

778

779

770

771

772

773

774

775

776

777

778

779

780

781

782

783

784

785

786

787

788

789

780

781

782

783

784

785

786

787

788

789

790

791

792

793

794

795

796

797

798

799

790

791

792

793

794

795

796

797

798

799

800

801

802

803

804

805

806

807

808

809

800

801

802

803

804

805

806

807

808

809

810

811

812

813

814

815

816

817

818

819

810

811

812

813

814

815

816

817

818

819

820

821

822

823

824

825

826

827

828

829

820

821

822

823

824

825

826

827

828

829

830

831

832

833

834

835

836

837

838

839

830

831

832

833

834

835

836

837

838

839

840

841

842

843

844

845

846

847

848

849

840

841

842

843

844

845

846

847

848

849

850

851

852

853

854

855

856

857

858

859

850

851

852

853

854

855

856

857

858

859

860

861

862

863

864

865

866

867

868

869

860

861

862

863

864

865

866

867

868

869

870

871

872

873

874

875

876

877

878

879

870

871

872

873

874

875

876

877

878

879

880

881

882

883

884

885

886

887

888

889

880

881

882

883

884

885

886

887

888

889

890

891

892

893

894

895

896

897

898

899

890

891

892

893

894

895

896

897

898

899

900

901

902

903

904

905

906

907

908

909

900

901

902

903

904

905

906

907

908

909

910

911

912

913

914

915

916

917

918

919

910

911

912

913

914

915

916

917

918

919

920

921

922

923

924

925

926

927

928

929

920

921

922

923

924

925

926

927

928

929

930

931

932

933

934

935

936

937

938

939

930

931

932

933

934

935

936

937

938

939

940

941

942

943

944

945

946

947

948

949

940

941

942

943

944

945

946

947

948

949

950

951

952

953

954

955

956

957

958

959

950

951

952

953

954

955

956

957

958

959

960

961

962

963

964

965

966

967

968

969

960

961

962

963

964

965

966

967

968

969

970

971

972

973

974

975

976

977

978

979

970

971

972

973

974

975

976

977

978

979

980

981

982

983

984

985

986

987

988

989

980

981

982

983

984

985

986

987

988

989

990

991

992

993

994

995

996

997

998

999

990

991

992

993

994

995

996

997

998

999

1000

1001

1002

1003

1004

1005

1006

1007

1008

1009

1000

1001

1002

1003

1004

1005

1006

1007

1008

1009

1010

1011

1012

1013

1014

1015

1016

1017

1018

1019

1010

1011

1012

1013

1014

1015

1016

1017

1018

1019

1020

1021

1022

1023

1024

1025

1026

1027

1028

1029

1020

1021

1022

1023

1024

1025

1026

1027

1028

1029

1030

1031

1032

1033

1034

1035

1036

1037

1038

1039

1030

1031

1032

1033

1034

1035

1036

1037

1038

1039

1040

1041

1042

1043

1044

1045

1046

1047

1048

1049

1040

1041

1042

1043

1044

1045

1046

1047

1048

1049

1050

1051

1052

1053

1054

1055

1056

1057

1058

1059

1050

1051

1052

1053

1054

1055

1056

1057

1058

1059

1060

1061

1062

1063

1064

A BITE OF THE BIG APPLE

1. Estée Lauder Advanced Night Repair Serum, R890
2. Revlon Ultra HD Lip Lacquer in Fire Opal and Carnelian, R145 each
3. Maybelline The Colossal Go Extreme! Volum' Express Leather Black Mascara, R135
4. Elizabeth Arden Flawless Finish Perfectly Satin 24hr Makeup Foundation SPF15, R365
5. Kiehl's Ultimate Strength Hand Salve, R189
6. Clinique Aromatics in White EdP, R1 135 for 100ml



CIAO MILANO

1. Davines More Inside Relaxing Moisturising Hair Fluid, R205
2. Roberto Cavalli Paradiso EdP, R950 for 50ml
3. Bvlgari Aqva Divina EdT, R970 for 40ml
4. Santa Maria Novella Violetta Soap, R195
5. Dolce & Gabbana Floral Drops EdT, R1 325 for 75ml
6. Comfort Zone Tranquility Oil, R850



GO ONLINE
to find out more about
these products



4

5

6

Lipidol Overnight Face Oil, R79.95
A lifesaver in winter's dryness, this rich oil supplements the skin's natural moisture overnight without clogging pores or leaving an oily residue. (The price is not too shabby too!)

Vichy LiftActiv Nuit Global Anti-Wrinkle & Firming Care, R259
This age-defying night cream actively lifts and firms skin, leaving it plumped and looking fresh and revitalised by morning.

Foreo Luna Mini T-Sonic Facial-cleansing and Anti-ageing System, R1 900
Cleansing just became stylish with this nifty little gadget. All you need is one minute to remove dirt, make-up and other impurities, and restore your skin's radiance at the same time.



Dermalogica UltraCalming Redness Relief Primer SPF20, R630
If you have been looking for a primer that combats redness, this may well be the one for you. The green-tinted formula offsets irritated skin and the trademarked UltraCalming complex brings relief and ensures an even tone.



BioEffect EGF Day Serum, R1 400
Delivering multiple anti-ageing benefits thanks to the hero ingredient, EGF (Epidermal Growth Factor), which stimulates cell renewal, this daytime serum gives a radiant glow and a silky smooth finish that's worth every cent!



L'Oréal Skin Perfection Correcting Day Moisturiser, R125
Targeting pores, redness and rough skin, this cream is an all-in-one skin perfector. Enriched with Perline-P, a plant extract that tightens pores, your complexion will appear rejuvenated and energised, ready to face the day.

Best buys

Whether for day or night (or both), this month's favourite buys will pamper and revitalise your skin

Sensai Cellular Performance Mask, R1 200
Is your skin showing signs of stress and pollutants? Then this overnight mask is a lovely solution. With active ingredients and lightweight oils, it blends into the skin, refining the surface and leaving it firmer and moisturised.



Clarins UV Plus Anti-Pollution SPF50 Day Screen, R465
This day screen takes care of all worries about UV damage and pollution. It is very lightweight and completely oil-free so your skin won't feel product-laden and heavy – and it still offers protection from environmental damage. It's designed to be applied after your day cream and under your foundation.



Babor Reversive Anti-aging Eye Cream, R1 319
You'll wake up with well-rested, fresh eyes thanks to the rhodiola rosea, sugar beet and yeast extracts in this fabulous eye cream.

ELLE.co.za

GO TO ELLE.co.za
for our skincare
Q&A with
dermatologist
Dr Asmal Dilshad

ELLE PROMOTION

MAD ABOUT

MATTE



This winter, the understated look takes centre stage and the best way to wear the trend is with natural hues that highlight the eyes and lips. The skin? Flawless and velvety with a non-negotiable matte finish

ELLE
.CO.ZA

GO ONLINE

for an exclusive video
with Elizabeth Arden
national make-up
artist Lucoh Mhlongo



Lucoh Mhlongo, Elizabeth Arden
national make-up artist

THE MATTE ESSENTIAL

Lucoh's tips for applying Elizabeth Arden Flawless Finish Perfectly Satin Makeup SPF15 like a pro



No. 1: APPLICATION

'Use a foundation brush to get a truly seamless application. It makes it easy to pick up just enough product to create that flawless finish we're all after.'



No. 2: CONCEAL

'Use the foundation as a concealer by patting it onto those stubborn areas with the foundation brush. Let it dry for about five seconds, blend and voilà! Complexion perfection!'



No. 3: CONTOUR

'Use a foundation that's two shades darker than your skin tone along your face's natural contours to highlight your bone structure. A matte foundation doesn't reflect light and therefore creates defined, warm shadows.'

To achieve a beautiful natural matte look, you need a foundation formulated to do just that. The new Elizabeth Arden Flawless Finish Perfectly Satin Makeup SPF15, R365, will give you just enough coverage and a flawless, shine-free finish that lasts.

IF THIS

bottle

COULD TALK...

WHO AM I?

I am the primal power and radiance of a woman captured in a fragrance. Inspired by the moment when Eros, the god of love, met his true love, I'm tempting, sensual and romantic. My enchanting scent is the embodiment of feminine seduction and desire, the devastating power of a beautiful woman and a man in love with her.

“

THE BOTTLE

My glamorous golden curves were designed by perfumers Alberto Morillas, Oliver Cresp and Nathalie Lorson, who worked together to create this heady composition. The gold Medusa is stamped with imposing authority on my bottle and on my cap. I come encased in a deluxe coffret in an elegant drawer that is reminiscent of a jewellery box.

”

ELLE.co.za



GO TO ELLE.CO.ZA

Go online to see backstage images from the Eros Pour Femme campaign

THE FACE

I am personified by the seductive Lara Stone, the ideal femme fatale to capture the essence of the fragrance. The statuesque beauty follows in the footsteps of Madonna, Lady Gaga and Kate Moss, and she epitomises the powerful women the brand represents.



WHAT THE EXPERTS SAY...



‘Eros Pour Femme is the ultimate in power and seduction from Versace, from the captivating fragrance to the campaign by Mert Alas & Marcus Piggott starring Lara Stone.’

— Donatella Versace



‘A captivating fragrance that will make you feel confident and seductive – like a real femme fatale.’

— Maybe Corpaci, ELLE junior beauty editor



FAMILY CONNECTIONS

I am Eros Pour Homme’s female counterpart. Like him, I am fresh and luxurious, the epitome of Versace’s glamour and flamboyance. With similar floral and citrus accords, I am said to be an echo of the fresh and luminous fragrance of Versace Vanitas. Exuding sexuality, I am the latest incarnation of the modern Versace goddess.



ON THIS NOTE

I am a refined combination of lemon and jasmine given depth by sensual and smooth woody notes. My heart is a feminine infusion of Sambac Jasmine Absolue and peony that gives me a velvety touch. My base incorporates an intense and enchanting mix of sandalwood, ambrox and musk.



Versace Eros Pour Femme,
R1 080 for 50ml



THE EROS WOMAN

The Eros woman is captivating. She is sensual and sexy and exudes a passion for life. She is strong and independent. She is the temptress that not even Eros can resist.



Cleansing Face Oil, R79.95, lipidol.com



TRIED AND TESTED

prime time

Face primers are a beauty basic for a flawless finish. We've put them to the test for you

1. SMASHBOX PHOTO FINISH PRIMER WATER, R400

Nicole Newman, junior fashion editor: dry skin

Priming experience: The primer is water-based and can be lightly sprayed on before you apply your base. My skin veers between being oily and dry, and this refreshing primer adds just the right amount of moisture to my face without being too heavy. The fact that it is water-based makes it multifunctional, as you can spray it on as a make-up refresher during the day.

Verdict: This Smashbox primer is soft and light with good staying power – I found that my foundation was still in (pretty much) perfect condition at the end of the day.

Rating: 4/5

2. ESTÉE LAUDER MATTE PERFECTING PRIMER, R355

*Niquita Bento, creative
assistant: oily skin*

Priming experience:

The oil-free formula is enriched with green tea and vitamin E, and is designed specifically for oily/combination skin. It is thick enough to cover pores yet feels incredibly lightweight and silky on the skin.

Verdict: The primer applied easily and evenly and gave my skin a matte finish. I do have very oily skin, though, and it managed to keep the shine at bay for a few hours only. Nevertheless, this is a great product and will work best for combination skin. I would use it again.

Rating: 4/5

3. KIEHL'S MICRO-BLUR SKIN PERFECTOR, R510

*Eeden la Grange, beauty
intern: combination to
dry skin*

Priming experience:

Designed to refine the skin's texture and minimise the appearance of pores, it did exactly that. It smoothed my skin to the extent that my foundation almost felt too runny. The lentil and bark extracts gently reduced the appearance of lines and pores, and softened rough skin.

Verdict: The effect was visible immediately, although my make-up felt a tad too silky. With its fluffy, light formula, it extended my make-up's longevity. I saw an improvement in the appearance of my skin over time. Diligent application is obligatory for the optimum result.

Rating: 4/5 □



RE

S U B S C R I B E T O

Y

Your skin can be as beautiful in winter as in summer, especially with a great skincare programme. Winter skin deserves luxuriously soft and delicately scented products to create a sense of renewal and serenity.

TheraVine™'s UltraVine™ Advance Range is an array of advanced products based on extensive research using the latest technology that results in products with antioxidants, optimal for antiaging.

SPECIAL SUBSCRIPTION OFFER

Subscribe to **ELLE** for 12 months or renew your subscription and GET A **35% DISCOUNT**. You can win one of eight TheraVine™ skincare hampers worth R3 341 each. Pay R257 for your subscription.

OFFER VALID UNTIL 31 JULY 2015. SUBSCRIBE TODAY FOR R257!

PHOTOGRAPHS: SUPRISED

SMS 'ELLESUB', YOUR NAME, CELLPHONE NUMBER AND EMAIL ADDRESS TO **33871** (Each SMS costs R1.50)

CALL **0860 123 300** EMAIL ellesubs@timesmedia.co.za

ONLINE GO TO mysubs.co.za/ELLE and choose to get your **ELLE** in the mail or za.zinio.com (digital).



DISCOVERY VITALITY MEMBERS can subscribe to **ELLE** for only **R198 for 12 issues**. Visit [DiscoveryShop](http://discovery.co.za) on discovery.co.za to get this great saving. You can use your Discovery Miles and/or Discovery Card to pay. **DISCOVERY VITALITY (PTY) LTD IS AN AUTHORISED FINANCIAL SERVICES PROVIDER. REGISTRATION NUMBER: 1999/007736/07.** Terms and conditions apply.

A 12-month printed subscription for local readers costs R257. The monthly debit order rate is R27 per month. This offer is limited to SA residents only and is valid until 31 July 2015. Terms and conditions: Each SMS costs R1.50, free minutes do not apply and errors are billed. Overseas subscriptions are an all-inclusive rate of R1 000 (first-class mail) and may not include all promotional items packaged with the magazine. For the full terms and conditions, turn to Address Book.

friday

IN THE SHOWER I start off my weekend with **The Body Shop Satsuma Bath & Shower Gel, R99.**  The citrus smell re-energises me after a hard work week.

BEFORE DRESSING I don't compromise when it comes to protecting my skin and **Dermopal Sunscreen SPF30, R114.47.**  is an every-morning essential.

BEFORE I WALK OUT THE DOOR Many women say they are never fully dressed without lipstick but I never feel complete without **Rimmel London Wonder'full**

Wake Me Up Mascara, R129.95.  **PRE-WORKOUT BOOST** A spritz with a sweet and feminine mist eases me into my routine. I like **Hey Gorgeous Vanilla Body Mist, R160.**  **FOR DATE NIGHT** I rely on **Thierry Mugler Womanity EdP, R850 for 50ml,**  to put me in the right frame of mind. **BEFORE BEDTIME**

MAC Pro Eye Makeup Remover, R130,  is gentle and delicate enough to use on even the most sensitive areas.

saturday

OVER A CUP OF COFFEE Morgan Taylor Nail Polish in **Luxe Be A Lady, R123,**  is my go-to colour for making my hands look pretty and ladylike. **EN ROUTE**

TO A SHOPPING SPREE To highlight my face and give it a glow, I use **MAC Bronzing Powder in Bronze, R310.**  **I CAN'T GET ENOUGH OF...** Revlon Super Lustrous Lipstick in **Smoky Rose, R129.**  I love the bold touch it adds to my signature nude look. **BEFORE A NIGHT WITH FRIENDS** To give a night out

va-va-voom, I rely on **Balenciaga Florabotanica EdP, R1 410 for 100ml.**  **AS SOON AS I GET HOME** I never go to bed without removing my make-up.

Johnson's Daily Essential Facial Cleansing Wipes, R50,  help keep my skin blemish-free skin and I always finish with **Nivea Shine Control Toner, R50.** 

sunday

AFTER MY MORNING SHOWER To guarantee that my skin is always soft and moisturised, I use **Dove Purely Pampering Body Lotion, R37.**  **PREPPING**

FOR THE WEEK AHEAD A full treatment once a week with **Schwarzkopf Smooth 'n Shine Moisturising Shampoo, R20,**  gets my hair looking healthy and bouncy. **WHILE CATCHING UP ON SOME WORK** Because I wear make-up so often, I use this time to give my skin a full nourishing treatment with **Dermalogica Multivitamin Power Recovery Masque, R690.**  **BATHTIME BLISS** Sundays are my only down-time, so soaking in a bath with **Dr. Hauschka Spruce Warming Bath Essence, R150,**  is non-negotiable.



my weekend in products

Anelisa Mangcu of *the-creative.co.za* shares her weekend beauty musts

@anelisamangcu



GO ONLINE
for five minutes
with Anelisa



RIMMELLONDONS
ZA.RIMMELLONDON.COM

Contrast Studio



**SHINE
ON!**

**NEW 60 SECONDS
SUPER SHINE
BY RITA ORA**

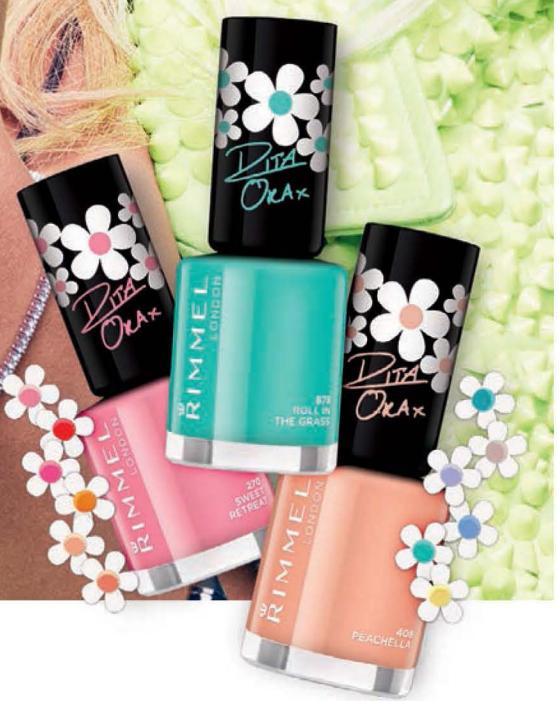
Rita wears 60 Seconds Super Shine nail polishes in Colourfest collection.

Available at selected stores

***RECOMMENDED SELLING PRICE**



RIMMEL
GET THE **LONDON** LOOK



***R49.95**

WELLBEING

WORK IT OUT

Could *exercising at the office* or with colleagues improve productivity and help build team spirit? *Maybe Corpaci* finds out

It's the eternal dilemma: you wake up late and promise yourself that you'll go to gym after work. The good intentions are there most of the time and as a result most of us have paid upfront for sessions with a personal trainer, signed up for spinning classes or subscribed to Bikram yoga more times than we can count, each time believing it to be our new fitness love.

As the end of the work day approaches, all you can think of is how quickly you can meet your friends or go home, put your feet up and have a glass of wine. Fitting exercise into the day, it seems, takes as much effort as exercise itself.

So how would you feel if I said that you could turn work-time into working-out time? And that it's not only possible but highly recommended too?

A study published in the *Journal of Occupational and Environmental Medicine* in the US found that employees who exercise during office hours or implement some kind of health-promoting measure maintain the same level of productivity, if not higher, at work. The results show that employees who spent two and a half hours a week being physically active were more satisfied with the quantity and quality of their work, had increased their work ability and took less sick days than employees who didn't feel the need to get active. By fitting exercise into their work days, employees also improved their work-life balance as it freed up all their after-work time to spend with friends and family.



While discussing the topic with Dr Andrew Lewis, an educational and sport psychologist from Somerset West, he reiterated that symptoms such as stress, burnout, absenteeism, regular bouts of illness and lack of creativity could arise from too much work and too little activity. The conclusion? Exercising at work will not only benefit you physically but mentally too.

So, to put this theory to the ELLE test, we launched #ELLEActive. The idea is to motivate us as a team, and to hopefully encourage you, by exercising together during office hours and before or after work.

First in line? Adventure Boot Camp for Women (adventurebootcamp.co.za). The first test of our

ELLE

.CO.ZA

GO TO ELLE.CO.ZA
for more corporate
mobile exercise
services around
the country

commitment, it turned out, was not the gruelling one-hour sessions each day but getting a few of our team members to sign up. We chose to go to the early-morning sessions instead of after work and had to be up at the crack of dawn, five days a week, for a month. We were challenged with high-intensity interval training and weight-lifting and although the Belles are at different levels of fitness, we are proud to report that we managed to stick to the schedule and attend at least three classes per week. Mutual support played a large part in this. 'When you're on the field at six with a trainer blowing a whistle to get you to do another 10 squats, knowing that your colleagues are in the same boat instinctively makes you push a little harder,' says Nicole Newman, our junior fashion editor. 'Knowing that we all had to set our alarm clocks for the same time didn't make it easier to get out of bed and into sweatpants, but it helped tremendously to stop me from giving up.'

One of the big draws of group exercise is, in fact, the social aspect. Misery loves company and the fact that the others will miss you if you don't show up, is encouraging. This works even more effectively when the people in question are your colleagues, because you have to share the rest of your work day with them. It also creates a 'if they can do it, I can do it too' mind-set. (Except when there's a shoot with a 5am call-time!)

At the other end of the exercise spectrum, we channelled our inner yogi by introducing an hour's Vinyasa yoga into our weeks. We used an innovative mobile yoga service, The Om Revolution (theomrevolution.co.za). 'Corporate yoga can greatly increase bonding and team-building, improve



ABOVE AND RIGHT: Getting our early morning workout fix with Adventure Boot Camp for Women
BELOW: Channelling our inner yogi at the office with Om Revolution's Victoria Csarmann



health and fitness (reducing absenteeism and sick days) and focus and relax employees working in a stressful environment, helping them to cope and concentrate better,' says Victoria Csarmann, The Om Revolution's founder. Despite varying in experience – our editor, Emilie Gambade, is a practised yoga-ista whereas beauty intern Eeden la Grange was a first-timer – all of us found the classes doable despite being challenging.

The result? Day in and day out, week after week, we're becoming a fitter, more committed ELLE team. Don't be fooled, waking up early doesn't get any easier and not everyone was as eager to swap her inbox for a yoga mat. But I can confidently say that taking time out to exercise in the middle of the day has made us more productive.

As the end of the work day approaches, I'm still wondering how quickly I can get out of the office to meet my friends or go home, but I feel a lot less guilty about it. □



NO-EXCUSES TIPS (Or how to overcome declining motivation and keep your mojo)

- Pack a well-organised gym bag as well as your outfit for the next day the night before and pack your lunchbox too.
- Switch on your bed lamp as soon as the alarm goes off. It makes it much more difficult to go back to sleep.
- Think how satisfied you'll feel after your workout. Once it's done, you're good for the day.
- Schedule a fitness date with a colleague or friend.
- If you're going to exercise after work, change at the office. That way, you'll be less likely to head for drinks instead of the gym as soon as you've left the building.
- Bribe yourself. Knowing that there's a treat waiting for you, is a great incentive.

ELLE

Club

Your monthly menu of discounted **offers and treats**. It's your reward, just for reading ELLE!



WIN

**1 OF 6 PAIRS OF
SILVER OR GOLD 2832
COTMETU SWALLOWTAIL
SUPERA SNEAKERS
VALUED AT R1 200 EACH**



WIN

**1 OF 2 NOMINATION
ROSE GOLD
BRACELETS VALUED
AT R2 500 EACH**



WIN

**1 OF 7 CALVIN KLEIN
CK ONE FRAGRANCES
(100ml) VALUED AT
R745 EACH**

WIN

**A CAMPO MARZIO
BRIEFCASE AND
NOTEBOOK SET
VALUED AT R7 060**



WIN

**A SENSAI MAKE-UP
AND SKINCARE HAMPER
VALUED AT R5 345**



PHOTOGRAPHS: SUPPLIED / *THE SENSAI HAMPER CONTAINS CLEAR LIP GLOSS, DESIGNING DUO BRONZING POWDER, BROWN SEPARATING & LENGTHENING 38° MASCARA, BROWN/GOLD EYE SHADOW PALETTE, BROWN EYELINER PENCIL, LIP BASE, EYELID BASE, LIFTUP BASE, SKIN FOCUS CORRECTOR AND SILKY PURIFYING MAKEUP REMOVER

For more information and to enter, go to ELLE.co.za [ELLE Club]. Offers valid from 22 June until 27 July 2015.

ELLE LIFESTYLE

MIX & UNMATCH

Anne-Dorthe Larsen breathes new life into her charming Danish living space by moving things around and introducing vintage buys





CHANGING ROOMS

Boutique owner Anne-Dorthe Larsen's home blends fashion with function, cool with classic and conventional with quirky

text METTE SKJØDT

photographs LINE THIT KLEIN

styling STINE LANGVAD

BRIGHT IDEAS
A Jean Prouvé lamp
puts the chic Kerstin
Holmquist lounge
under a spotlight

Anne-Dorthe Larsen, the founder of Danish clothing company Nué Group, admits she lives and breathes fashion. As someone who knows her Lim from her Lanvin, she's accustomed to trends going in and out – but she blames her equally fickle approach to design and décor on her upbringing. 'My grandmother painted and moved the furniture around every six months and I'm the same way,' she says. 'Even as a child my parents let me paint the walls and rearrange things – it became a habit.'

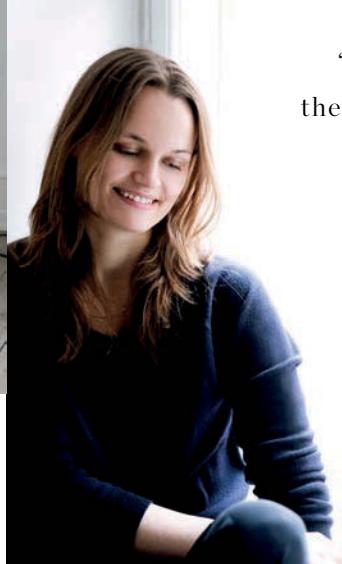
So despite instantly falling in love with the Copenhagen apartment she shares with her partner Kasper Smith and their nine-year-old daughter Freya, she knew she had to put her own stamp on the home.

Overhauling the original layout, the couple divided the living area into two separate spaces to create a bedroom for Freya, while a dressing room took the place of the original kitchen, complete with floor-to-ceiling wardrobes. They also installed stylish French doors that lead outside to a new patio. 'The area is so beautiful, surrounded by trees and flowers,' says Larsen. 'And beyond that are the ancient streets, the canal and the Royal Library Gardens, which is such a gem in the midst of a vibrant city.'

PLAYING FAVOURITES

A black-and-white Hvidt & Møgaard lounge was given a floral makeover; Larsen's beloved Børge Morgensen chair

RETRO CLASSICS
Larsen chose vintage leather Eames chairs to offset the wooden dining table; a stack of pillows add colour and texture



'My grandmother painted and moved the furniture around every six months and I'm the same way'

Larsen's eclectic home is just as vibrant. Mixing antiques with personal trinkets, she has an undeniable knack for spotting winning pieces, envisioning how to rework them in a way fleamarket fiends could only dream of. With a weakness for retro Scandinavian furniture, her signature style is evident in the simple white lounge by Swedish designer Kerstin H Holmquist and a sofa by Danish designers Hvidt & Molgaard – reupholstered in a colourful print – both of which are complemented by a lamp from French artist Jean Prouvé.

With her three stores exuding the same aesthetic as her home, Larsen says that things tend to travel between her two worlds. But hey, where's the fun in owning a string of boutiques if you can't share the love? 'One of the things I bought for the store when we opened in 2007 was an armchair by Danish designer Børge Morgensen, and it's now one of my favourite pieces in my home,' she says. 'We're in the process of changing things up at Nué, so I'm going to take the patchwork curtain from the store and change it into a bedspread for here.'

We like her thinking. □





'Larsen's eclectic home is just as vibrant. Mixing antiques with personal trinkets, she has an undeniable knack for spotting winning pieces, envisioning how to rework them in a way fleamarket fiends could only dream of'

#BEENTHERE

BACKPACKERS

Backpackers are great places to connect with fellow travellers while staying on the cheap

THE KRAAL
Wild Coast, South Africa

If you do not mind spending a few days completely off the grid then The Kraal at Tsweleini, a village just outside Port St Johns on the Wild Coast, is the perfect place for you. On top of being without phone reception, there is no electricity either. Just the opportunity to reconnect with nature.

Expect sustainable living in a community that farms and lives in a 100% ecofriendly manner. There is mountain-biking, hiking through the forest and birdwatching. It is surrounded by water: the ocean is in front, a river runs past the village on each side and there are beautiful waterfalls nearby. The Kraal is on the whale and dolphin routes and it is not unusual to see them from your vantage point on the veranda. Listen closely and you'll hear them exhale as they swim past. Despite being very secluded, the hostel is easy to reach and local taxi services run between The Kraal and Mthatha.

EXPECT TO PAY:
R150-R350 per night, depending on whether you sleep in a dorm or pitch a tent; Thekraal.co.za

'IT'S AN AWESOME PLACE TO REFLECT AND CONNECT WITH A SMALL COMMUNITY OF INTERESTING PEOPLE.' - RUTH ORBACH, CARE INTERNATIONAL ADVISER





CURIOCITY BACKPACKERS
Joburg, South Africa

Based in vibrant Maboneng, Curiocity is a good choice if you want to experience inner-city Joburg *and* stay somewhere that has been designed with great attention to detail and comfort. The building has an interesting history as it used to house Pacific Press that printed material for underground organisations such as Black Sash and the ANC during apartheid.

It is close to several treasures like Mai Mai, Joburg's biggest muti market and the oldest of all the markets in the city, and The Collector's Treasury that contains around two million second-hand books and albums on several floors. Curiocity furthermore provides city tours that have been tailor-made for guests and they put on live music on certain evenings. Catch sunsets over the city at one of the many rooftop bars in the area, watch a movie at The Bioscope or catch some good stand-up comedy at the Pop Art Theatre, all of which are a short walk away.

EXPECT TO PAY: R150-R500 per night, depending on your dorm or room; Curiocitybackpackers.com

'NOT EVERYONE STAYING AT CURIOSITY IS A TRAVELLER AND I LOVED THE DIVERSE, CREATIVE CROWD. YOU MAY EVEN RUN INTO AN OLD FRIEND THERE.' - NTOMBENHLE SHEZI, FEATURES ASSISTANT



THE ZEPHYR LODGE
Lanquin, Guatemala

Zephyr Lodge overlooks a lush valley that has a river running through it. A stay there is bound to be an adventure. On the to-do list are various guided tours, including to the nearby Kam'Ba caves (pack your swimsuit as it has a river inside, complete with a waterfall) and the beautiful Semuc Champey National Park where you can zip-line across the dense forest, climb to one of several waterfalls and swim in clear pools. Or you could explore the bat caves of Lanquin. Or you could simply hang out and watch the sunrise while relaxing in a hammock. If you haven't done enough swimming yet, there's the infinity pool overlooking the valley. (Taking in the sunset from the pool is a favourite Insta-moment.)

The lodge very conveniently runs tabs for guests so you can pay your food and drinks bill when checking out, and many of the staff are backpackers who work there in exchange for free accommodation, adding to the already extremely relaxed atmosphere.



EXPECT TO PAY: R109-R387 per night, depending on your dorm or room; zephyrlodgelanquin.com

'ZEPHYR LODGE IS A SPECIAL PLACE WITH A GREAT VIBE. EVERYONE SEEMED HAPPY TO BE THERE.' - JOANNE WATSON, MARKETING ASSISTANT





HOSTEL CHALUPA
Tulum, Mexico

Chalupa is on the road to Paraiso, a pristine white beach that is famous for its giant sinkhole filled crystal-clear water, a must-swim spot. The hostel is new (always good news) and has been built by local Mayan builders and artists.

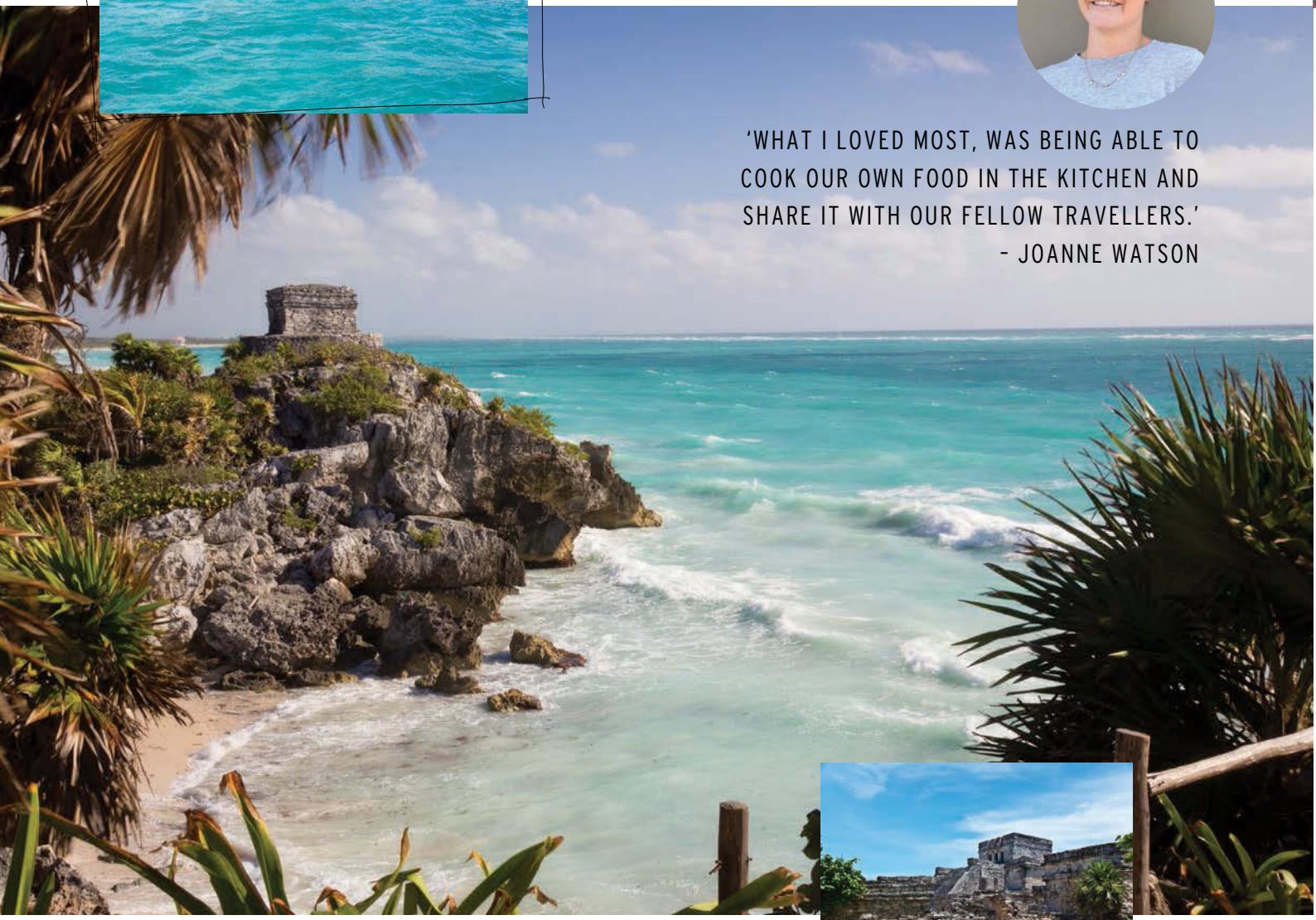
They rent out bikes, which makes it easy and affordable to explore Tulum, go swimming with turtles and reach the dive centre to organise a snorkelling or swimming trip to the sinkhole. The Tulum ruins, a well-preserved Mayan city and the only one ever to be built on the coast, perches on the cliffs a short cycle away, making for the full Mexican experience.

EXPECT TO PAY: From R188-R282 per night, depending on your dorm or room; hostelworld.com (search for 'Hostal Chalupa')



'WHAT I LOVED MOST, WAS BEING ABLE TO COOK OUR OWN FOOD IN THE KITCHEN AND SHARE IT WITH OUR FELLOW TRAVELLERS.'

- JOANNE WATSON





'THE VIEW FROM THE INFINITY POOL IS BREATHTAKING AND THE SUNDAY ROAST WAS DELICIOUS AND MADE ME FEEL LIKE I WAS BACK HOME.' - JOANNE WATSON



CASA DE OLAS
San Juan del Sur, Nicaragua

San Juan del Sur is a popular base for exploring the beaches along this stretch of coast and Casa de Olas sits on a hill overlooking this fishing village. In other words, expect a coastline that stretches for miles and miles and gorgeous views. Aside from the view, guests at this hostel-cum-hotel can go surfing (it's a surfers' paradise), fishing, scuba-diving, horseback-riding, zip-lining and volcano-surfing. Brace yourself and climb the hill to the 25m statue of Christ and, yes, enjoy the view across the bay. Casa de Olas has a rimflow pool for soaking up the sun and sipping cocktails when you're in a non-beach mood. Rates include breakfast, coffee, transport to and from town, all the popcorn you can eat and Wi-Fi, prompting one TripAdvisor reviewer to rave: 'Td recommend Casa de Olas to God.'

EXPECT TO PAY: From R177 per night; casa-de-olas.com

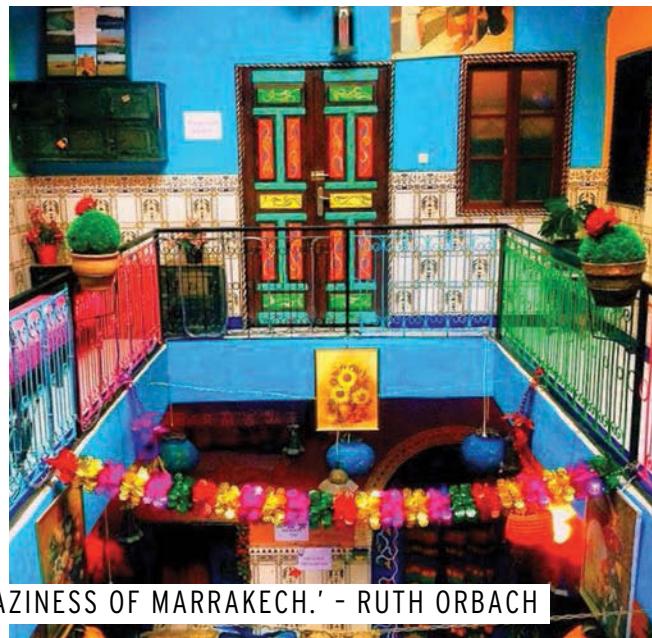


WAKA WAKA
Marrakech, Morocco

Situated in an old *raïd* (a traditional Moroccan house), Waka Waka is ideal for soaking the city. First off, you can sleep under the stars in a Berber tent on the roof terrace where you will be served Moroccan tea and cake. Set one night apart, though, to overnight in the Sahara, an experience that includes a camel ride to your tent and traditional music. Marrakech is a walk-friendly city and Waka Waka is minutes from most of the main markets such as Place D'Jeema el Fna as well as several top attractions. Bahia Palace, where the prince still entertains; the Saadian tombs in all its mind-boggling splendour and Jardin Majorelle, formerly Yves Saint Laurent's home and now a museum housing his impressive art collection, are all minutes away. The main train station is close too and can be reached with public transport or a horse and carriage.

EXPECT TO PAY: Between R108-R807 a night, depending on your dorm or room; thistimeinmarrakech.com

'IT'S LIKE AN OASIS IN THE HEAT AND CRAZINESS OF MARRAKECH.' - RUTH ORBACH



ELLE
. CO.ZA

GO ONLINE
for ELLE's
backpacking tips





WINTER brekkie

Joburg food blogger *Lexi Monzeglio* shares her seasonal recipe for warming ginger and carrot oats

ELLE
.CO.ZA

GO ONLINE
for Lexi's quinoa
paella recipe

'I LOVE food. And kitchen utensils. I was never a born foodie, but when I left home and was forced to feed myself, my love for food grew'



LEXI'S TOP 3 FOOD INSTAGRAMMERS
@halfbakedharvest – for the prettiest pics
@thelittlegreenspoon – for the healthiest, happiest foodie inspiration around
@benorkin – just because. Seriously, what were you doing at 16?



@leximonz
@whisking_it

GINGER CARROT OATS

INGREDIENTS

4 cups water
2 cups oats (gluten-free)
2 large carrots, grated
2 T fresh ginger, grated
2 T vanilla essence
½ cup shredded coconut
½ cup desiccated coconut
4 T honey
½ t salt
1 cup almonds or walnuts, roughly chopped (optional)
½ cup pumpkin seeds to serve (optional)

METHOD

1. Set a pot with the water and oats to boil over medium heat.
2. Add the carrots, ginger, vanilla and all the coconut.
3. Boil for five to seven minutes.
4. Add the honey, salt and nuts, if using.
5. Once the oats have reached the consistency you like, take the pot off the stove.
6. Sprinkle with the pumpkin seeds (optional) and serve hot or allow to cool and portion for the week.

tip

Cook enough for a week; oats last up to seven days in the refrigerator, and add any nuts or fruit when serving.

HOW TO

BLOG

(HINT: TELL A STORY)

Capturing all things inspirational and authentic, Cape Town-born *Cheralee Lyle* is the brains behind *AscotRoad.com*. We've asked this blogger and creative consultant, who now lives in New York, about the *basics of blogging*

WHAT'S YOUR POINT OF VIEW?

Figure out what you want your blog to say and what will make it different from every other blog out there. Perhaps it's your unique style. Or your favourite eating and shopping spots in your home town. Beauty tutorials? Healthy recipes? If you write about something that you are passionate about, your readers will feel it. It may sound clichéd but if you are sincere, your authenticity will resonate.

BE A SOCIAL BUTTERFLY

Join every big social media platform: Instagram, Facebook, Twitter, Pinterest and Snapchat. They not only let you promote your blog for free, social media is a great way to connect with your readers so that they can get to know you better. Blog comments are dying out and the interaction is happening on social media. So get talking!



TELL A STORY AND BE CONSISTENT

If you are sharing your style through 'What am I wearing?' type posts, choose interesting locations when shooting. Show off your neighbourhood spots or your city's scenery or architecture. A great backdrop adds value to a post and helps to tell the story. If you post at regular times, say every morning at nine, readers will get to know your schedule and begin to see you as a reliable friend who gives awesome fashion advice.

DON'T GET DISCOURAGED

Blogs don't become popular overnight. It takes a lot of time and hard work. It's easy to become disheartened when you see someone else's blog take off and only natural to wonder 'Why not me?' You have to remember why you began your blog in the first place. Don't lose sight of that and keep posting. Find satisfaction in your own journey and enjoy the ride! You never know where your blog may take you.



NETWORK

One of the best things I ever did was to start inviting other bloggers for coffee and a chat about blogging. The photos we take at these get-togethers make for great content and let us practice our photography skills. If there are no other bloggers in your area, connect online on community sites such as Bloglovin and Tumblr.

CONTENT IS KING

A blog is as good as the content, and this means beautiful high-resolution photographs and well-written copy. Some blogs are predominantly visual, but written posts remain a great way to help readers relate to you better and get to know you and your sense of humour. Grab their attention with good, sharp photos – lots of them! A professional camera is best but if you can't afford one, ask photographers who need to build up a portfolio and may be willing to do it for free.



GO ONLINE
to find five style
blogs we love



By THE GALACTIC GOGO

Cancer

June 22-July 22

Frame this month to your advantage, Moonchild. Channel your exquisite sensitivity in a positive and creative direction, and when you can no longer see the forest for the trees, take a break and have tea with Gogo. She'll chase the bugaboos away and sort you out in no time.

LEO

July 23-August 22

A lacklustre Lioness is a sad indication that something is out of kilter. Rather than throwing around absurd amounts of cash in a futile effort to boost your self-esteem, find your groove dancing, drumming or even transforming wet clay into a gorgeous pot. Better yet, go pounce in the sea.

VIRGO

August 23-September 22

As my little perfectionist ties up the final, painstaking details of a l-o-n-g project, you may be running on empty with nothing left to give. Although you'll be tempted to escape on your own, it won't be nearly as therapeutic or half as much fun as relaxing with your inner circle.

LIBRA

September 23-October 23

When lovely Libra cannot cope with the appearance of one more request in her inbox, it's time the scales were rebalanced. Go home, turn on the music, open the cupboards and clear out the stuff that's weighing you down. You'll feel lighter in no time and it won't cost you a thing.

SCORPIO

October 24-November 22

Pulled in a million directions? Can't decide whether you're Arthur or Martha? Keep your diary loose so you can try some new experiences on for size – even if it raises eyebrows. Rolling up your sleeves to join in a little neighbourhood rehabilitation lifts everyone's spirits.

SAGITTARIUS

November 23-December 21

Once in a blue moon, my normally gregarious Sagittarius comes down with a case of social ineptitude. Remember the rules: resist all temptations to advertise your talents in neon; then find someone who really knows how to listen, and share what's on your mind.

Just when we need a little inspiration, the calendar opens to July and two full moons, offering once-in-a-blue moon opportunities. It's birthday time for intuitive Cancer, the sensitive creature who changes with the tides: loyal, imaginative, docile, brilliant, uncompromising and withdrawn. Boredom is an impossibility with her, as both Diana and Camilla have taught Charles, Prince of Wales. Read on, my lovelies...

ARIES

March 21-April 19

Darling Go-Getter can't help but feel the double edge when higher-ups want you, and only you, to take charge. It's not as if you need the additional pressure to perform, though once you're able to perceive it as an opportunity to flex some creative muscle, the edges begin to soften.

TAURUS

April 20-May 20

Throwing tantrums about silly little things could be a sign that your world is shrinking around you, dear Bull. Why not consider a brief journey outside your comfort zone to widen your perspective – one that restores a little faith in yourself and in the process?

GEMINI

May 21-June 21

Keeping loved ones in a stranglehold of protection may say more about your needs than theirs, oh Butterfly. Could it be that you're feeling overextended? Enter your cocoon for a while if you must; just don't expect everyone to join you there. □

Feel that a private session might be helpful? Email the.galactic.gogo@gmail.com



GO TO ELLE.CO.ZA
for your
weekly horoscopes

Prices and availability were checked at the time of going to press. ELLE cannot guarantee that prices will not change or items will be in stock at the time of publication

A	Accessorize 021 552 8793 Ackermans 021 555 0390 Adidas 021 442 6200 Aldo 011 884 4141 All About Eve info@allabouteveclothing.com American Swiss 021 529 3070 Anni King anniking.co.za ANOUK Furniture 082 856 4624 Armani 0860 692 274 Asics 011 883 5703 Augustine 011 447 1566	Country Road 011 290 5200 Crabtree & Evelyn 011 792 7572	I	Inglot 021 447 7718 In Good Company 011 447 1628	O	Nuxe 021 701 2900 Old Khaki 021 418 2240	Studio W 0860 022 002 Stuttafords 011 879 1000 Suigo 021 558 6282 Sunglass Hut 021 555 4797 Superga 011 608 0023 Superbalist superbalist.com		
B	Babor 011 467 0110 Babyliss 011 453 2246 Balenciaga 021 555 1970 Bioeffect 012 621 3300 Burberry 011 325 5923 Bulgari 0800 203 925	D	Davines 021 785 2650 Day Birger et Mikkelson 011 447 0839 Dermalogica 011 268 0018 Dermopal 012 320 3849 Diesel 011 783 0882 Dior 0860 692 274 Dolce & Gabbana 0860 692 274 Dove 0860 572 861 Dr. Hauschka 021 702 3617 Dune 021 529 1970	J	Jigsaw 021 418 1364 Jo Malone 021 4252 258 Johnson's 011 921 7100	P	Palladium 021 551 2369 Palmer's 0800 347 243 Pantene 0860 112 188 Petite Jolie 082 780 3221 Pichulik 072 104 9544 Picot & Moss 011 669 0500 Prada 011 326 7517 Pringle of Scotland 021 555 3377 Puma 021 555 2145	T	Tangle Teezer 021 785 2650 Tart 021 447 5619 Tempo 021 529 3070 The Body Shop 021 460 1911 Thesis 011 982 1182 Thierry Mugler 0800 203 925 Tiger of Sweden 021 421 9177 TIGI 021 914 0750 Timberland 021 421 3552 Toni & Guy 0860 254 257 Topshop 011 685 7070 Trenery 021 405 4300 Tresemme 021 418 3800 Truworths 021 551 7500 Typo 021 671 0957
C	Call it Spring 021 418 2491 Callaghan 021 683 1716 Calvin Klein 021 418 1185 Castelo 011 883 8767 Catheryne Gaeyla 011 447 2550 Catrice 0860 347 2436 Chanel 0860 692 274 Clarins 0800 203 925 Clarks 021 914 1982 Clinique 011 516 3000 Comfort Zone 011 791 3567 Converse 087 940 4600 Cotton On 021 552 0726	E	Edgars 0860 692 274 Element 021 674 0101 Elizabeth Arden 0860 692 274 Estée Lauder 0860 692 274 Extreme Eyewear 021 421 1179	L	Lacoste 021 555 1456 Lancôme 011 286 0700 Le Coq Sportif 021 552 5058 Lipidol 0860 254 257 L'Occitane 0100 200 664 Longchamp 021 418 2056 L'Oréal 011 286 0700 Louis Vuitton 021 405 9700 Luxco 011 448 2210	R	Redken 011 286 0700 Reebok 021 555 0395 Retrosuperfuture info@retrosuperfuture.co.za Revlon 011 971 0800 Rimmel 0860 254 257 River Island 021 555 3691 Roberto Cavalli 0860 692 274	V	Versace 0860 692 274 Vichy 0861 184 249 Vince Camuto 021 671 6301
F	Falke 0860 692 274 Foreo 021 785 2650 Forever 21 021 555 3324	M	MAC 011 516 3000 Mango 011 783 7907 Mari & Me 021 434 5446 Max Mara 021 418 9447 Maybelline 011 286 0700 Mimco 021 418 9893 Missibaba 021 424 8127	S	Safilo 011 608 2265 Santa Maria Novella 021 425 8181 Schwarzkopf 011 709 9000 SDM Eyewear 011 334 7020 Sensai 0800 203 925 Shelflife 021 422 3931 S.Keren Watchgroup 021 418 0045	W	Wella 011 268 0447 Witchery 021 418 9893 Woolworths 0860 022 002		
G	Green Cross 011 476 7343 G-Star Raw 021 418 9000 Guess 011 883 8391	H	Habits 021 671 7330 Havaianas 021 425 2521 Hey Gorgeous 021 794 8254 Hugo Boss 0860 692 274	N	Nivea 0860 102 091	Z	Zara 021 446 8700 Zoom 021 555 2021		



OH, MY SELFIE

In a world of instant social media satisfaction, the selfie may be every creative's best friend but not hers, says *Tidi Benbenisti*

Dear Selfie,

I know you're trendy, ready, able and willing to capture a mood, a moment, at the push of a button. Yes, you have that innate ability to turn one's visual dream into reality in an instant, and you do so with a multitude of flattering filters (thanks to your trusted buddy, Instagram). You're powerful, there's no denying that. In fact, some of the world's biggest influencers consider you their go-to social tool, especially when they need to be at one with the people, whether on the red carpet or as they exit or enter the gym.

You made Ellen DeGeneres look like an ever bigger genius at last year's Academy Awards when she gathered some of the biggest names from the world of film and crammed them into a single snap. How jealous president Obama must have been when he found out that he had missed out on *that* defining popular culture moment.

Even former ELLE cover star Kim Kardashian West considers you her confidante. After all, you've seen her in her birthday suit. The #queenofselfie, dubbed first lady of #fame by *Time Magazine*, has honoured you (and herself, naturally) with a book (*Selfish* published by Rizzoli). If anyone can keep up with this Kardashian, it's you. She seamlessly stops, smiles/pouts and snaps at the click of a button and it's mind-boggling, especially to someone who just can't seem to do the same.

Despite admiring her ability to do this, I am not part of the selfie movement. My reason is simple: I don't like to be photographed and I certainly don't like to take my own pictures. The only time I can handle being photographed is when I am not the sole subject. But the thought of stretching out my arm, as high or as far as is humanly possible, is something I reserve for training my upper body with (considerably light) weights at the gym.

Imagine having to balance my iPhone, much like a dumb-bell; having to make

sure that it's steady, that the image is in focus, that I look decent and that the background is flattering, all to capture a fleeting millisecond in my life. And then there's the fact that everything always looks way too big. Not even sunglasses can detract from that. As for posing for a selfie in front of a mirror... that's just lame.

Not even the arrival of your sidekick, the selfie stick, has managed to change my mind. That is why I only have two of you, stored somewhere in cyberspace, which is where they will remain. One was taken with my god-daughters (Talia and Sienna) and the other was the unintended result of trying to photograph a butterfly and accidentally switching the camera mode. #notcute.

So, there. I'm happy being part of the #noselfie movement. It's exclusive and I like to think that Anna Wintour is a fellow member. After all, she did ban you from this year's Met Gala, a call heeded by no-one but Kardashian who cited her reason for doing so as Wintour's possible fury if she got caught. Other members would be the entire Cannes Film Festival organising body that, although denying that they had banned you from the 12-day event in the south of France, did dub you *passé*.

But the number-one spot is reserved for my favourite British royal, Harry, who denounced you during a recent trip Down Under when he told a selfie-stalker, 'Selfies are bad. Just take a normal photograph.' I couldn't have said it better myself. If you want to capture a moment in time, a mood, a look, shoot it the right way, where the only thing to be stretched, will be your imagination.

Therefore dear (trendy) Selfie, I'm with Harry... #selfiefreezone. Meanwhile, I'm happy in the knowledge that trends come and go.

Yours not-so faithfully,
Tidi □

ELLE
.CO.ZA

GO TO ELLE.CO.ZA
for top five selfies
gone wrong





WRINKLES IS ADORABLE



EXCEPT ON YOUR CLOTHES.

NO SCORCHING, STATIC, STICKING OR SHINE.

INTRODUCING THE IDEAL TEMP IRON

Say hello to your new best friend. Thanks to Ideal Temp Ironing Technology, you can say goodbye to complex settings, damaged clothes and wrinkles. With high-performance steam features, Easy-Glide ceramic soleplate and 2200W of crease-crushing power, the Ideal Temp Iron is always at the right temperature, no adjustments needed. From designer dresses to suits and school uniforms, it makes ironing so simple, anyone can do it.



Russell
Hobbs

Visit www.russellhobbs.co.za and explore our full garment care range.

Irons reach high temperatures. Do not apply to skin. Handle with care.
Always follow garment care instructions on clothing and fabrics.



Johannesburg Tel. 011 784 9854, Cape Town Tel. 021 405 9700 louisvuitton.com

LOUIS VUITTON